



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 some of the glimpses of OPD camps conducted in the month of Sept'22 across pan India.

**Neha Hospital, Lakhisarai–
18h Sept'22**

Centre – Bhagalpur

IIHPL Dr Nidhi Agarwal

Patients attended – 8

Patients consulted/registered

– 8

Files - 0



**Bansal Nursing Home, Ambala City–
25th Sept'22**

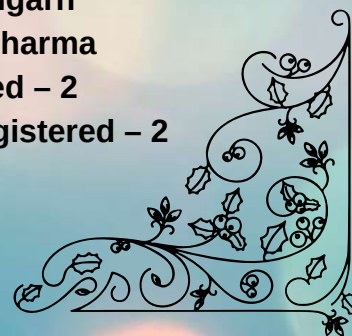
Centre – Chandigarh

IIHPL Dr Pooja Sharma

Patients attended – 2

Patients consulted/registered – 2

Files - 0



GLIMPSES OF RETAIL OPD CAMPS

**Sanjeevan Sparsh Hospital,
Chapra– 11th Sept'22
Centre – Patna**

IIHPL Dr Dayanidhi

Patients attended – 14

Patients consulted/registered – 14

Files - 0



Mark Hospital, Samistipur– 19th Sept'22

Centre – Patna

IIHPL Dr Dayanidhi

Patients attended – 30

Patients consulted/registered – 30

Files - 0



Darpan Diagnostics, Tinsukia– 11th Sept'22

Centre – Guwahati

IIHPL Dr Dibyajyoti Goswami

Patients attended – 35

Patients consulted/registered – 35

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.

CME – BHUBANESHWAR, Bhubaneswar Gynaecologist Society

- Date: 16th Sept'22
- Topic: Infertility
- Speaker: Dr Sasmita Naik & Dr Bharti Mishra
- Dr Engaged: 51



CME/RTM – Doctors Engagement Activity

CME – DEHRADHUN, NIMA Association

- Date: 16th Sept'22
- Topic: Understanding fertility practices in current scenario
- Speaker: Dr Reema Sircar
- Dr Engaged: 31



CME/RTM – Doctors Engagement Activity

RTM at Bhagalpur

- Date – 3rd Sept'22
- Topic – Ovulation Induction
- IIHPL Speaker – Dr Nidhi Agarwal
- Drs Attended – 4



CME/RTM – Doctors Engagement Activity

RTM at Dadar

- **Date – 20th Sept'22**
- **Topic – Couple Investigations of Infertility along with case study**
 - **IIHPL Speaker – Dr Sarah Zaidi**
 - **Drs Attended – 4**



CME/RTM – Doctors Engagement Activity

Workshop at Prayagraj VOGS Varanasi

- Date – 4th Sept'22
- Topic – Operative Hysteroscopy
- IIHPL Speaker – Dr Anjali Gahla, Dr Sueba Salmani
- Dr Attended - 28



CME/RTM – Doctors Engagement Activity

Workshop at Ludhiana

Date – 3rd Sept'22

- Topic – Role of Ultrasound in Infertility
- IIHPL Speaker – Dr Bakul Kapoor
 - Dr Attended - 7



CME/RTM – Doctors Engagement Activity

Workshop at Jaipur

- Date – 9th Sept'22
- Topic – ART in USG
- IIHPL Speaker – Dr Tanu Batra
- Dr Attended - 45





Centre Head Doctor Connect



Our CH Dr Nandini Devi, Chennai while
interacting with Dr. Vandana

Date – 6th Sept'22



Our CH Dr Archana Singh, Jodhpur
while interacting with Dr. Megha
Talekar on IVF Facilities & Success Rate

Date – 11th Sept'22