



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.

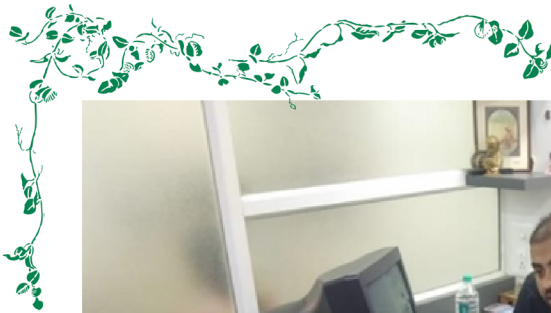
B2B sales has executed different ways to engage with referring Dr through multiple channels and outcome of these activities has helped us to leave a very strong scientific image in the mind of the Referring Drs. Activities like CME/RTM, Live Workshops, Connect with Centre Heads and One on One Discussion, 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.



Kadalgikar Hospital, Gokak – 18th Oct'22

Centre – Belgaum

IIHPL Dr Deepak Shetty

Patients attended – 18

Patients consulted/registered – 18

Files - 0



Bansal Eye & Maternity Hospital, Ambala – 29th Oct'22
Centre – Chandigarh
IIHPL Dr Meena Jethani
Patients attended – 4
Patients consulted/registered – 3
Files - 1



Rathi Hospital, Kishangarh – 8th Oct'22
Centre – Ajmer
IIHPL Dr Mahima Agarwal
Patients attended – 6
Patients consulted/registered – 6
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 Mar'22 across pan India.

CME – LUDHIANA, Gynaecologist's

- Date: 11th Oct'22
- Topic: IUI-ART Bill Implication
- Speaker: Dr. Bakul Kapoor, Dr. Gitanjali Kaur & Dr. Ginny Gupta
- Dr Engaged: 36



CME – BHIWANDI, Gynaecologist's

• Date: 12th Oct'22

• Topic: IVF simplified & standardizing evaluation of an infertile couple.

• Speaker: Dr Mandar Gawate

• Dr Engaged: 35



• RTM at Borivali

- Date – 14th Oct'22
- Topic – Ultrasound in Gynaecology
- IIHPL Speaker – Dr Kanika Kalyani
- Drs Attended – 4



• RTM at Jaipur

- Date – 18th Oct'22
- Topic – IUI & the new ART law
- IIHPL Speaker – Dr Urmila Sharma
- Drs Attended – 7

