



B2B Sale – Dr Engagement Activities A tool for Nurturing the Relationship with Referring Drs.

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 Dec'22 across



Babbar Hospital, Gurdaspur– 4th Dec'22

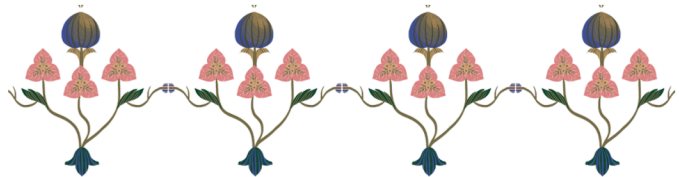
Centre – Amritsar

IIHPL Dr Shilpa Gulati

Patients attended – 19

Patients consulted/registered – 17

Files - 2



Lifecare Hospital, Nimbahera – 11th Dec'22

Centre - Udaipur

IIHPL Dr Jaydeep Kale

Patients attended – 14

Patients consulted/registered – 14

Files - 0



Parakh Nursing Home, Rajnandangaon– 17th Dec'22

Centre – Raipur

IIHPL Dr Rashmi Kumar

Patients attended – 27

Patients consulted/registered – 27

Files - 0



GLIMPSES OF RETAIL CAMPS



**Dinaram Memorial Hospital Pvt Ltd,
Abhaypuri(Assam)– 18th Dec'22**

- Centre – Guwahati
- IIHPL Dr - Dr Dibyajyoti & Dr Chuden
- Patients attended – 60
- Patients consulted/registered – 60
- Files - 0



**Dr Neena Pahwa
Laposcopic Urology Surgical Centre & Maternity
Home, Kangra– 18th Dec'22**

- Centre – Chandigarh
- IIHPL Dr - Dr Anjali Sampley
- Patients attended – 39
- Patients consulted/registered – 35
- Files - 4



Shashi Super Speciality Hospital– 18th Dec'22

- Centre – Warangal
- IIHPL Dr - Dr Srujana
- Patients attended – 21
- Patients consulted/registered – 21
- 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 Dec'22 across pan India.



CME/RTM – Doctors Engagement Activity



RTM at JP Nagar

- **Date – 9th Dec'22**
- **Topic – Introduction about Indira IVF & Services**
- **IIHPL Speaker – Dr Shyam**
- **Drs Attended – 3**



**CH-DR Connect – Tilak Nagar
(Delhi)**

**Our CH Dr Nihita Pandey while
interacting with Dr. Ravin Gujral
at Ravin Gujral Medical Centre
discussing IUI model**

Date – 10th Dec'22