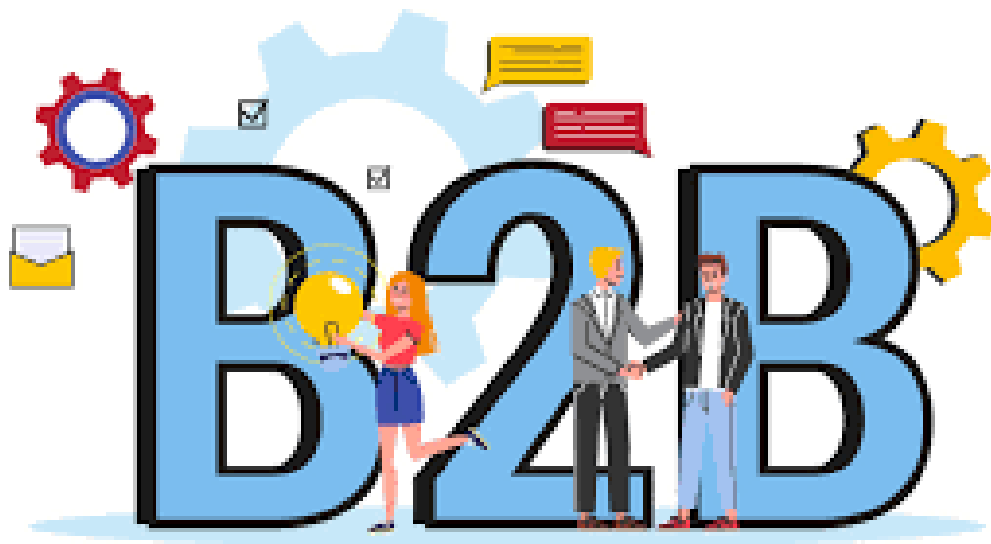




B2B Sale – Dr Engagement Activities

A tool for Nurturing the Relationship with Referring Drs.

We have 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 80+ IVFSS/KAM and 9 Zonal Sales Managers who are covering more than 140000+ 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. Keeping the vision of our CEO making Indira IVF automation centric organization, B2B team is leading the way by providing customized QR codes to each and every referring doctor to refer patients through simple referral form. For which doctor simply has to scan the QR code, fill up the simple form and submit. The lead will be pushed into HIS system avoiding all the hazels that might come on the way of referring patient to patient visiting IVF center.

As of now B2B team has reached to 1000+ doctors through IUI model, the one who have signed the MOUs and have successfully converted 800+ KOL doctors for IUI model & have given the QR code which the doctors are using and the feedback is very positive and the doctors are happy about the automation.



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 Jan'23 across pan India.



Shri Krishna Hospital, Rajendra Nagar – 8th Jan'23
Centre - Raipur
IIHPL Dr Rashmi kumar
Patients attended – 9
Patients consulted/registered – 6
Files - 0



Chilarai Hospital, Bongaigaon – 21st Jan'23
Centre – Guwahati
IIHPL Dr Irin Saloi
Patients attended – 9
Patients consulted/registered – 7
Files - 0



Retail Camps



Devki Hospital, Puri – 8th Jan'23
Centre - Bhubaneshwar
IIHPL Dr Jaydeep Kale
Patients attended – 12
Patients consulted/registered – 9
Files - 0



Golaghat Nursing Home Private Limited ,
Assam– 8th Jan'23
• Centre – Guwahati
• IIHPL Dr Chuden
• Patients attended – 22
• Patients consulted/registered – 19
• 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 Jan'23 across pan India.



Conference at Kolkata AICOG'23

- Date – 4th Jan'23 to 8th Jan'23
- Drs Attended – 400
- 100+ Leads for IFA Courses



CH-DR Connect – Bhagalpur
Our CH Dr Nidhi Agarwal while interacting with
Dr. Archana Bharti
| & Dr Sheetal Gupta – 11th Jan'23





RTM at Rajaji Nagar

- Date – 13th Jan'23
- Topic – Clinical Aspects of IVF
- IIHPL Speaker – Dr Mekhala Iyengar
- Drs Attended – 4



Workshop at Kolkata

- Date – 16th Jan'23
- Topic – Hands on IUI
- IIHPL speaker Dr Akanksha Jangid
- Drs Attended – 5

New year calendar and diary activity

Total KOL drs enrolled – 1000+

