

IHMR UNIVERSITY, JAIPUR

EVENT OUTCOME REPORT

“Master Class Episode 61”

“Master Class Episode 61”
<b>Topic:</b> - “Ocean thinking - Think & Walk-in Pharma/Healthcare”.
<b>Date:</b> - 19 <sup>th</sup> November 2022 from 10.00 AM to 11:30 AM
<b>Venue:</b> - Online
<b>Speaker:</b> - Mr. Hitesh Khandelwal, Sales and Marketing Enthusiast.
<b>Number of participants:</b> - 50
<b>Introduction:</b> - This session featured: - Mr. Hitesh Khandelwal, Sales and Marketing Enthusiast. The event was moderated by <b>Dr. Saurabh Kumar, Dean - SPM</b> , School of Pharmaceutical Management and student moderator Ms. Smita Chitragar from the MBA PM 13 batch.
<b>Objective:</b> - The term "Ocean thinking" in the context of "Think & Walk-in Pharma/Healthcare" likely refers to the application of the <b>Blue Ocean Strategy</b> within the pharmaceutical and healthcare sectors. This strategic approach emphasizes creating new, uncontested market spaces—termed "blue oceans"—rather than competing in saturated markets, known as "red oceans".
<b>Salient Novel Points Covered:</b> <b>Think &amp; Walk-in</b> in the <b>Pharma/Healthcare</b> space, drawing from the principles of <i>Blue Ocean Strategy</i> and its application in this domain: 1. From Treatment to Total Experience 2. Walk-In Accessibility 3. Value Innovation Instead of Incremental Innovation 4. Healthcare Beyond Hospitals  <b>Role:</b> <b>Mr. Hitesh Khandelwal</b> , Sales and Marketing Enthusiast highlighted the crucial role of Digital health in the Healthcare industry, emphasizing the need for thorough compliance strategies and effective performance analysis for success.  <b>Challenges and Opportunities:</b> <b>Challenges and Opportunities</b> of implementing <b>Ocean Thinking – Think &amp; Walk-in</b> in the <b>Pharma/Healthcare</b> space: <b>Opportunity:</b> Early detection, adherence to medication, and behavioral nudges reduce long-term burden on the health system.  <b>Q &amp; A and Interactive Discussion:</b> <b>Q&amp;A</b> format that breaks down the concept of <b>Ocean Thinking – Think &amp; Walk-in in Pharma/Healthcare</b> into digestible and insightful pieces. This format can be used for presentations, interviews, or training sessions: <b>What is Ocean Thinking in the context of Pharma/Healthcare?</b> <b>A:</b> Ocean Thinking is inspired by the <b>Blue Ocean Strategy</b> —focusing on creating <b>new market spaces</b> rather than competing in overcrowded ones. In pharma/healthcare, it

means reimagining service models to be **more accessible, patient-centric, tech-enabled, and outcome-driven.**

**What does “Think & Walk-in” mean in this context?**

**A:** “Think” refers to **strategically innovating** new ways to deliver care, while “Walk-in” emphasizes **accessibility and convenience**—offering healthcare services in low-friction environments like pharmacies, retail clinics, or mobile setups, without appointments.

**Future Scope:**

**Future Scope of Ocean Thinking – Think & Walk-in in Pharma/Healthcare**

Rise in Retail Healthcare Ecosystems

Hyper-personalized Care Journeys

Decentralized, Distributed Care Models

Corporate & Workplace Wellness Expansion

**Health as a Lifestyle Brand**

- Health will be marketed more like **fitness and beauty**—trendy, aspirational, and convenient.
- “Walk-in” formats will cater to millennials and Gen Z with a **design-first, lifestyle-integrated** approach.

**IIHMR UNIVERSITY**

*Master Class*  
Episode 61

## Ocean thinking - Think & Walk-in Pharma/Healthcare

**Saturday, Nov 19, 2022**  
10:00 AM to 11:30 AM (INDIA)

**SPEAKER**  
Mr. Hitesh Khandelwal  
Sales and Marketing Enthusiast

**MODERATOR**  
Dr. Saurabh Banerjee  
Dean SPM  
IIHMR University, Jaipur

**STUDENT COORDINATOR**  
Ms. Smriti Chitragar  
HBA-PM, Batch 13  
IIHMR University, Jaipur

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Pharmacy Education  
2020-2021

NAAC Accredited

# Master Class Episode 61

Date: 19/11/2022 (10:00 AM to 11:30 AM)

## Attendance Sheet

Sr. No.	Students Name	Stream with Batch
1	Aakash Mahajan	MBA PM Batch 13 (2021-23)
2	Aditi Gaikwad	MBA PM Batch 13 (2021-23)
3	Amarjit Bera	MBA PM Batch 13 (2021-23)
4	Amitabh Sinha	MBA PM Batch 13 (2021-23)
5	Amol Patil	MBA PM Batch 13 (2021-23)
6	Animesh Roy	MBA PM Batch 13 (2021-23)
7	Anjali Pawar	MBA PM Batch 13 (2021-23)
8	Anshu Aman	MBA PM Batch 13 (2021-23)
9	Arkaprabha Pal	MBA PM Batch 13 (2021-23)
10	Arpita Bhardwaj	MBA PM Batch 13 (2021-23)
11	Atika Naushad	MBA PM Batch 13 (2021-23)
12	Avinash Patnaik	MBA PM Batch 13 (2021-23)
13	Ayush Tiwari	MBA PM Batch 13 (2021-23)
14	Ayushi Singh	MBA PM Batch 13 (2021-23)
15	Binita Lahiri	MBA PM Batch 13 (2021-23)
16	Darshan Chhajed	MBA PM Batch 13 (2021-23)
17	Divyansh Chauhan	MBA PM Batch 13 (2021-23)
18	Dnyan Gawande	MBA PM Batch 13 (2021-23)
19	Faizan Kadiwala	MBA PM Batch 13 (2021-23)
20	Harshit Manav	MBA PM Batch 13 (2021-23)
21	Hinal Jain	MBA PM Batch 13 (2021-23)
22	Injamul Haque	MBA PM Batch 13 (2021-23)
23	Jaibhagwan	MBA PM Batch 13 (2021-23)
24	Kanika Birla	MBA PM Batch 13 (2021-23)
25	Ketaki Dongare	MBA PM Batch 13 (2021-23)
26	Kinnari Rathod	MBA PM Batch 13 (2021-23)
27	Komal Bhauso Bhintade	MBA PM Batch 13 (2021-23)
28	Koushik Ghosh	MBA PM Batch 13 (2021-23)
29	Kundan Kumar	MBA PM Batch 13 (2021-23)
30	Laxmikanta Lenka	MBA PM Batch 13 (2021-23)
31	Manish Sardana	MBA PM Batch 13 (2021-23)
32	Mayansh	MBA PM Batch 13 (2021-23)

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Sr. No.	Students Name	Stream with Batch
33	Milan Khunti	MBA PM Batch 13 (2021-23)
34	Mustafa	MBA PM Batch 13 (2021-23)
35	Muzammel Ali Ahmed	MBA PM Batch 13 (2021-23)
36	Niraj Kumar	MBA PM Batch 13 (2021-23)
37	Nirali ben Patel	MBA PM Batch 13 (2021-23)
38	Niyati Talwar	MBA PM Batch 13 (2021-23)
39	Param Kaila	MBA PM Batch 13 (2021-23)
40	Piyush Shukla	MBA PM Batch 13 (2021-23)
41	Praful Sen	MBA PM Batch 13 (2021-23)
42	Pranjal Rakesh Singh	MBA PM Batch 13 (2021-23)
43	Prem Agrawal	MBA PM Batch 13 (2021-23)
44	Prince Kumar	MBA PM Batch 13 (2021-23)
45	Prince Rana	MBA PM Batch 13 (2021-23)
46	Rakhi	MBA PM Batch 13 (2021-23)
47	Rishi Singh	MBA PM Batch 13 (2021-23)
48	Ritik Tatia	MBA PM Batch 13 (2021-23)
49	Rohit Yadav	MBA PM Batch 13 (2021-23)
50	Sachin Kumar	MBA PM Batch 13 (2021-23)