

Internship
at
SPAG, Gurugram

By

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MBA Pharmaceutical Management

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INTRODUCTION

Time Duration-4th February to 4th May 2019

Departmental Training-

- Media
- Public Relations
- Advocacy
- Digital
- Branding

Location-Gurgaon

S.P.A.G is Public relations and healthcare advocacy firm that deals with the various aspects of communications like- Public Relation handling the good image of the clients in the market and doing advocacy for them to maintain the harmony for them in the competitive world,

The clients includes -Top pharmaceutical companies(Major MNCs), Medical Device organizations like Stryker, Bectin Dickinson, Abbott, AdvaMed and Healthcare companies.

There is a Digital and Content Management team which contributes to the handling of all the online activities like campaign handling over the social media platforms, online activity tracking, reporting etc

There is Advocacy department that are involved in framing Public Healthcare policies and identify a need for specific guidelines for Healthcare access to all.

The other part includes the client servicing -Branding part which includes the making of visual aids for various pharmaceutical giants

GOALS OF INTERNSHIP

1. Mastering Technical Skills
2. Gaining Essential Background Knowledge
3. Perfecting Interpersonal Skills (Soft Skills)
4. Building a Network of Contacts
5. Develop ethic of professional responsibility as demonstrated in timeliness of reports and ability to maintain expected work load
6. Demonstrate progress in the development of one's professional identity
7. Develop a thorough understanding of ethical and legal principles and standards of practice utilize that knowledge in clinical work and decision making
8. Demonstrate thoughtful and intentional efforts toward professional development
9. Develop skills in functioning as a contributing member of a professional team
10. Working for the success of Company by achieving and retaining clients satisfaction for long term

ORGANIZATION PROFILE

Every piece of communication has intent in it. Ours is to keep the story going. Not with abundance of information, but by the power of a single insight mined from it. An insight that is never bound by words on paper, rather liberated enough to inspire dialogues.

Dialogues set inert communication into motion. And, we are in the continuous process of perfecting the art.

SPAG is an award-winning Public Relations and Advocacy firm, reputed for offering bespoke communication strategies to shape conversations, influence perceptions, cultivate constructive knowledge and to keep the dialogue going.

We are part of the Strategic Partners Group, an integrated communications entity, harnessing the potential of a phenomenally diverse universe of conversations. Integrated as a group, yet specialists at core, its domain expertise is institutionalized into distinct entities: SPAG - Public Relations & Advocacy, D Yellow Elephant – Digital & Social Media, GigaLife – Creative & Branding Solutions

SPECIALIZATION

We are broad in our outlook towards the business of communication. However, with a dash of brevity in scoping our specialization. Leaving everything else, we aspire for everything in the health and wellness space.

Life Sciences: Pharmaceuticals

Corporate: Brand, Therapy,

Medical devices: Diagnostics, Technology

Healthcare providers: Consumer, Wellness, Food & nutrition

SERVICES PROVIDED BY ORGANIZATION

EXPERTISE

Knowledge and experience are inherent to expertise. However, passion is the soul. Everything that we are good at, is simply because after a little while with knowledge and experience, passion takes over.

PUBLIC RELATIONS

At SPAG, we create strategic dialogues that help deliver tailor-made messages to the audiences that matter to you the most. The foundation of our communication strategies stem from the ultimate objective of ‘moving the needle’ - to bring about a desired shift in perception, interaction and behaviour.

- Brand launch
- Corporate reputation
- Strategic planning
- Disease awareness initiatives
- Media relations
- Issue and Crisis management
- Key message development

PUBLIC AFFAIRS

At the core of our capabilities to engage with policymakers and stakeholders, is the thought of being able to generate a consensus that leads to tangible solutions. We help our clients engage constructively in policy-level conversations, backed by insights and solution-driven recommendations. Our strategies help shape opinions through

real-time communication between relevant government stakeholders and target audiences.

- Healthcare policy
- White papers

ADVOCACY

We take pride in our ability to design comprehensive strategies required to address the complexities of the public health advocacy domain. Our approach is curated with a vision of benefitting the health of the community, in tandem with ensuing a visible change at the ground-level.

- Patient group engagement
- KOL identification and engagement
- Stakeholder engagement
- Advocacy relations

At SPAG, market access strategies are designed to communicate beyond the “product.” We believe in understanding how a drug/formulation addresses the unmet healthcare needs of relevant stakeholders. We engage in sustained dialogues with representatives from each stakeholder group, with patients being at the core of all conversations, thereby building a category for the therapy.

- Data
- Medical meeting support
- Regulatory milestones
- Crisis management
- Employee engagement
- Media training/workshop

Departments visited

Public Relations

Digital

Media

Branding

- **Any projects undertaken other than dissertation**

Currently working on Press release dissemination for BD, GIPC and Vital Strategies, along with identifying media interaction opportunity for my clients

- **Impediments** -No such barriers