

**Internship**  
**at**  
**Decision Resources Group (DRG), Bangalore**

**By**  
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*MBA Health and Hospital Management*

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## **INTRODUCTION**

The Decision Resources Companies are now DRG. The organization offer best-in-class data, analytics, and insights products and services to the healthcare industry, delivered by more than 1300 employees across 17 global locations. DRG companies provide the pharmaceutical, biotech, medical device, financial services, and payer industries with the tools, insights, and advice they need to compete and thrive in an increasingly complex and value-based marketplace.

### **Decision Resources Group**

DRG is a global information and technology service company that provide proprietary data and solutions to the healthcare industry. We have brought together best-in-class companies to provide end-to-end solutions to complex challenges in health care. DRG reframes these challenges, enabling our customers to see the opportunities.

#### **A Holistic approach**

Analysts, experts, forecasters, and thought leaders bring an unmatched level of passion and proficiency across the entire healthcare spectrum. Our people make it possible to exceed your expectations with every interaction.

#### **History**

Found in 1990, Decision Resources provides in-depth research on the trends, emerging developments and market potential of the drug industry. Large pharmaceutical companies as well as start up biotech turn to Decision Resources group for the information they need to license, market and compete. Decision Resources offers research publication and advisory and consulting services. Using both primary and secondary resources, the company's highly credentialed in-house staff studies surveys and data, and conduct interviews with physicians to determine the status of a variety of diseases and drugs.

**ORGANIZATIONAL PROFILE:** Intern (Research associate) in MedTech (Medical Technologies)

**MEDTECH:**

Medtech 360 empowers users to make informed strategic decisions, identify opportunities for growth, and respond to changing market conditions. With a focus on the medical technology industry, we ensure timely, relevant, and actionable insights that you can leverage to move your business forward. Furthermore, our expert analysts work directly with you to provide the meaning behind the data, allowing you to build your strategic plans with confidence.

Medtech 360 allows you to:



**UNDERSTAND** the global device spaces with a clear and comprehensive picture of market potential, with analysis on market size and forecasts



**SUPPORT** investment and market entry recommendations with detail on manufacturer performance



**ANTICIPATE** market threats using reliable data and analysis on the competitive landscape

**OTHER SERVICES PROVIDED BY ORGANIZATION:**

➤ **DRG GLOBAL CONSULTING:**

Through a combination of deep domain knowledge, robust in-house data, and broad methodological capabilities, we provide global thought leadership and innovative problem-solving to your toughest challenges. Biopharmaceutical and Medical Technology companies rely on our globally respected consulting team for guidance, support, and solutions at every phase of product development – from proof of concept to lifecycle management.

Our pioneering insight-enabled consulting model sets us apart, empowering us to focus on client collaboration, thought partnership, and custom solutions.

### ➤ CUSTOM ANALYTICS

The right path to the answer, and the right answer with expert analytics

Your business question requires a deep dive, and many decisions depend on an accurate view of patient information in a narrow market segment.

For custom analytics projects, our data science, epidemiology and disease experts come together to create insight that doesn't exist anywhere else.

Every project is unique, but our approach is consistent:

- Assemble the right team of experts
- Frame the question correctly
- Pivot to pursue new questions as patterns arise
- Guide the interpretation of insights
- Ensure the findings fit within your unique view of your market

### ➤ DRG DIGITAL

Explore solutions like:

- Physician Digital Engagement
- Patient Digital Engagement
- Marketing Effectiveness
- Social Intelligence
- Digital Clinical Trial Strategy
- Our analysts partner with you for data-driven digital engagement across the lifecycle
- Clinical Trials
- Using social channels to support clinical trial recruitment
- Leveraging digital resources to increase patient engagement during trial
- Pre-Launch
- Identifying patient influencers and digital physician KOLs
- Mapping the patient journey and needs
- Launch
- Planning digital content and channel experiences to engage patients and physicians on their terms
- Deploying digital reps and tablet details
- Post-Launch
- Best practices for physician digital engagement across global markets
- Developing digital therapeutics to support patient outcomes
- Nearing LOE
- Optimizing channel and promotional spend
- Using digital channels to reinvigorate product uptake

### ➤ MARKET ACCESS

DRG's Solutions for Global Access align decision-making, from discovery and development through commercialization, to demonstrate and preserve value meaningful to the payer perspective.

Pragmatic Strategies

Our team applies firsthand experience—knowing what works and what does not—to help navigate the most effective path for our clients.

Comprising specialists, data, and tools, our Centres of Excellence framework drives a best-practice approach to evaluate the situation, create the strategy, generate the evidence, construct the narrative, and communicate the value necessary for optimal access.

We facilitate the alignment of pricing and reimbursement, HEOR, and market access teams in demonstrating value with clinical and economic evidence that is meaningful to payers.