

Internship
At
ZS Associates
Gurugram, India

By
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for the partial fulfillment for the award of the degree of

Master of Business Administration (MBA)

in

Hospital and Health Management



Internship report

Introduction

I got the opportunity to work with **ZS Associates in Gurgaon**, India. The internship tenure was from **18th January to 12th March 2021**, post which I was appointed as a full-time employee in the capacity of a knowledge management associate (From 5th April 2021). I have been aligned with the **Rare disease vertical** in the **knowledge management** division under the guidance of my manager Mr. Amit Pangasa and my project manager, Mr. Vaibhav Kumar.

Objectives of the internship

- Assess firm knowledge needs and requirements
- Deliver targeted insights using internal knowledge and external sources
- Help the firm prepare materials for internal and client use
- Support the creation and update of knowledge assets including competitive intelligence, industry research etc.
- Maintain, manage and develop the firm's knowledge infrastructure
- Share best practices and tactical knowledge across offices, practice areas and team

Organizational profile

ZS is a professional services firm that works side by side with companies to help develop and deliver products that drive customer value and company results. They leverage deep industry expertise, leading-edge analytics, technology and strategy to create solutions that work in the real world. ZS has more than 35 years of experience and more than 7,000 ZSers in 25+ offices worldwide.

Founders: Prabhakant Sinha and Andris Zoltners

Headquarters location: Evanston, Illinois

Founded: 1983

ZS' consulting services have helped hundreds of companies worldwide solve their most critical challenges by bringing science to bear on clients' most difficult business problems, helping them make data-driven decisions and achieve insights-fueled success.

ZS has expertise with everything that takes to get a product or service to market, from discovery to development through to delivery. ZS helps clients with everything from **research and development to portfolio strategy, customer insights, go-to-market-strategy and sales compensation.**

ZS' recommendations are always practical due to their deep expertise gained over the last three decades of helping companies improve their results. They understand how changing one aspect of the organization will impact other pieces and provide their clients with solutions that work in the real world.

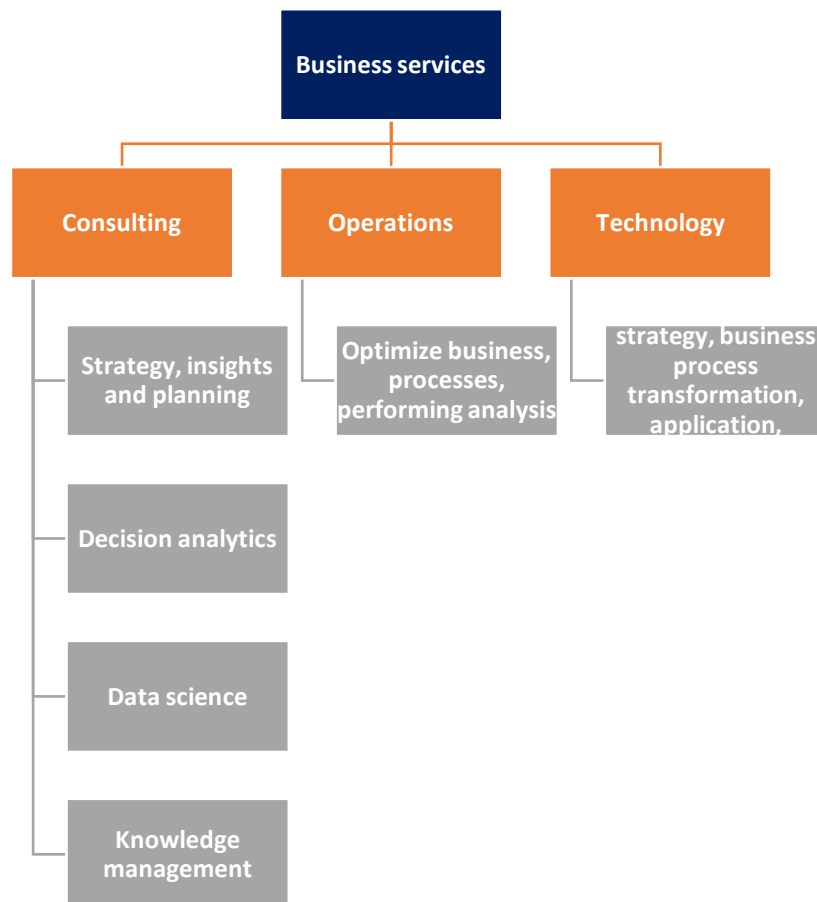
ZS operates as a strategic, long-term advisor to its clients, basing its offerings on clients' needs and challenges across the following industries:

- Pharmaceuticals and Biotech
- Medical Products and Services
- Health Plans and Providers
- Travel and Transportation
- High-Tech and Telecommunications
- Financial Services
- Private Equity
- Energy
- Media
- Consumer Packaged Goods
- Business Services

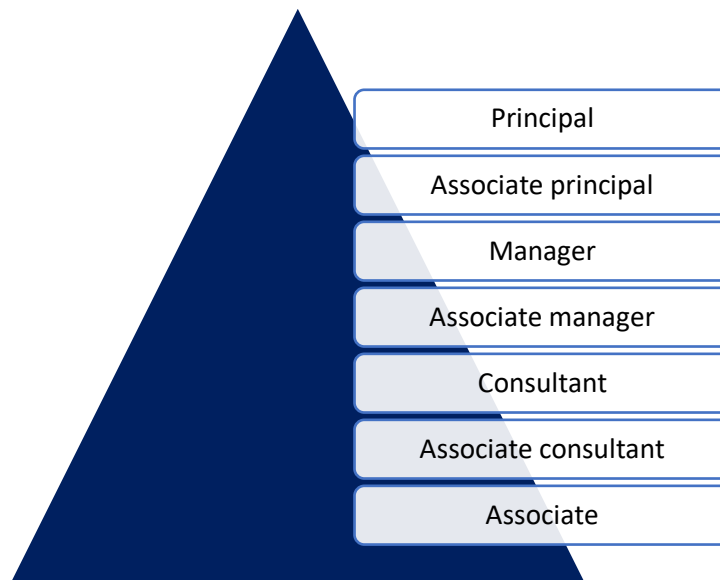
ZS is passionately committed to helping companies and their customers thrive

Organization capability groups

- Business Consulting
- Business Technology
- Business Operations
- Client Integrated
- Enterprise
- Support Services



Hierarchy



Key activities and projects undertaken during the internship

- Delivering knowledge management solutions to internal as well as external clients, mostly related to data analytics and qualitative business research using proprietary cross industry databases like PharmaVoxx, Adis Insight, Evaluate Pharma, Cite Line
- Building internal knowledge assets and providing research support to internal consulting teams in understanding opportunities, benchmarking, assessing competition, building capabilities and selling materials
- Creating Patient Journeys to identify drivers, barriers, leverage points, and stakeholder involvement
- Prepared therapeutic area overview for rare disease repository
- Helped in building a dashboard for an analog library. The library includes all the drugs worked on by the team and their nuances for internal consumption and enquiries
- Financial performance of Johnson & Johnson and Roche in US: A comparative analysis
- Market scanning for different projects to identify potential products

Skills gained

- Market research
- Competitive intelligence
- Data analytics and visualization
- Forecasting
- KOL mapping and stakeholder analysis
- Databases and tools such as Adis insights, Pharmavoxx, Evaluate pharma, MS excel and PowerPoint