

Internship at
ZS Associates, New Delhi

By
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Dissertation submitted in partial fulfilment of the requirements of the degree

MBA Health and Hospital Management
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INTERNSHIP REPORT

INTRODUCTION

I interned at ZS Associates, New Delhi for two months (January 18th to March 12th, 2021). During my internship, I was staffed with the **Janssen Team** of the **Knowledge Management department**. I directly reported to Ms. Paridhi Khandelwal (Associate, Janssen Team). However, the following mentors also actively overlooked my performance:

- Ms. Saloni Gupta (Associate, Janssen Team)
- Ms. Manvi Sharma (Associate Consultant, Janssen Team)
- Ms. Amudha Sharma (Manager, Janssen Team)

The official working hours of my internship were 10: 00 AM to 7: 00 PM (8 hours), 5 days a week.

GOALS OF INTERNSHIP

The internship work primarily involved doing secondary research using databases, Internet sources and articles & journals (available on the internet). This data was then used to make PowerPoint presentations on Janssen's key therapeutic areas and major drugs in each therapy area for internal use of other employees at ZS.

During the two months of my internship, I made detailed presentations on the following:

1. Janssen Onboarding Deck 101
2. Janssen Onboarding Deck 201
3. Janssen Pipeline of Drugs
4. Janssen Compendium Quarter 4 2020 and Full year 2020 results
5. Novo Nordisk Compendium Quarter 4 2020 and Full year 2020 results

Janssen Onboarding Deck 101

Janssen are the pharmaceutical companies of Johnson and Johnson. The contents of the Janssen Onboarding Deck 101 which I worked upon were-

- How was Janssen pieced together?
- How does Janssen fit into the J&J family?
- What are the key focus areas and strategic priorities for Janssen?
- Who are the key J&J leaders?
- Financials
- SWOT Analysis & Mergers and Acquisitions
- ZS Janssen Relationship

Janssen Onboarding Deck 201

- Janssen Onboarding Deck 201 contained-
- What are Janssen's major brands and products?
- How are these products positioned in the market?
- What does the competitive landscape look like?
- 6 key therapy areas of Janssen with detailed description of all the major drugs in the key therapeutic area
- Key competitors of every drug and sales force overview
- Each brand of drug has its own slide which has details regarding:
 - Indications
 - US sales (2018,2019 and 2020)
 - FDA approval history
 - Formulation
 - Market reach of the drug

Janssen Pipeline

Reviewed and updated the pipeline and marketed products of the Janssen company till 2020

Janssen Compendium Quarter 4 2020 and Full year 2020 results

Made a PowerPoint presentation on the financial results of Janssen and gave details about the key growth drivers of sales

Novo Nordisk Compendium Quarter 4 2020 and Full year 2020 results

Made a PowerPoint presentation on the financial results of Novo Nordisk and gave details about the key growth drivers of sales

LEARNINGS

- Overall, the period of internship was supposed to familiarize the intern with ZS' culture, style of working and the kind of work done by the organization
- It also equipped me with basic skills of making a PowerPoint presentation according to the requirements of the organization
- Some basic skills of Excel were also learnt and employed during internship to make some graphs or charts for sales of some drugs
- From my team Janssen, I learnt about the culture of Janssen and Johnson and Johnson, its pharmaceutical segment, major therapeutic areas, key brands of drugs and financial analysis of pharmaceutical segment of J&J
- I got to learn about various databases used by the life sciences and pharma team in the ZS such as Adis, Citeline (Pharma Projects and Trial Trove), BiomedTracker, Clinical Trials.gov, etc

- These databases are used to develop pipeline of products for different diseases in different therapeutic areas. They also give the development history, mechanism of action and route of administration of a wide range of drugs
- Completed some courses and trainings necessary for new joiners such as- Power Point ZS way, Quality at ZS, Real world data and Customer centric marketing, Knowledge Management roadmap sessions on Epidemiology and AnalySource

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

Industry: Consulting, AI, Analytics

Headquarters location: Evanston, Illinois

Chief Executive Officer: Chris Wright

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.

Broadly, ZS provides their professional services in the following industries :

- Pharmaceutical and Biotech
- Medical Products and Services
- High Tech and Telecommunications
- Travel and Transportation
- Financial Services

ZS is passionately committed to helping companies and their customers thrive.