

Internship
at
Decision Resources Group, Bangalore

By
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Dissertation submitted in partial fulfillment of the requirements of the degree
MBA Health and Hospital Management

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About Organization

DRG is a global information and technology services company that provides 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 healthcare. DRG reframes these challenges, enabling our customers to see the opportunities.

DRG is the premier provider of healthcare analytics, data and insight products and services to the world's leading pharma, biotech and medical technology companies.

At a glance

Recent news and announcements.

- **Founded:**

Founded in 1990, DRG has become the premier provider of healthcare analysis and data in the world.

- **Headquarters:**

100 District Ave., Burlington, MA 01803

- **Locations:**

DRG has more than 1000 employees 16 offices worldwide including New York, London and Tokyo.

- **Parent:**

DRG is a Piramal company.

Decreased healthcare budgets, an explosion of incomprehensible data, and increased consumer power and choice. Undeniably, we are in the midst of the most disorganized and misunderstood healthcare landscape ever; however, this landscape is not necessarily a bad thing. Especially if you're a part of DRG – a powerful alliance of professional opportunity finders. Where others see problems, we provide insights that create competitive advantages.

A. Research & Data

DRG's Research and Data portfolio delivers industry-leading primary research and insights. We provide our customers with a baseline for market intelligence.

Our gold-standard epidemiology, formulary and lives data, and digital landscape strategy expertise give customers the tools required to confidently inform commercialization decisions - from early-stage assessment and market access to launch and post-launch phases.

B. Custom Analytics

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 custom analytics helps you: -**

1. Understand the market

- Segment and identify patient sub-populations
- Size and locate patient populations

- Understand current unmet need by patient segment
- Model current treatment trends by sub-population

2. Optimize access

- Assess size and scope of therapy transfer and compliance
- Follow trends in patient out of pocket costs
- Quantify impact of utilization management trends

3. Engage customers

- Identify when and how to engage patients
- Gain insight on current physician behavior
- Map health system affiliations to understand treatment influencers

C. Consulting

A global consultancy and training agency providing market leading product & portfolio strategy, health economic outcomes research & evidence generation, value communication and training services across the life science industry.

We partner with both the biopharmaceutical and medical technology industry to support commercialization & patient access across a variety of functions including: R&D, commercial strategy, HEOR, market access, new product planning, marketing, data insights & analytics, business development and channel & segment customer engagement.

- Over 1000 employees in 16 offices around the world

Global companies rely on our data, analysis, and insights to make informed decisions. We help companies' global and local teams tackle the most challenging issues facing the healthcare industry

1. Burlington
2. Singapore
3. Minato-ku
4. Bangalore
5. Overland Park
6. Boston
7. New York
8. Parsippany
9. Milwaukee
10. Nashville
11. Toronto
12. Yardley
13. Gurugram
14. Manchester
15. Oxfordshire
16. London

2.4 DEPARTMENT WORKED

I have worked with Medtech Insights team based in Bangalore. My main project was to assist my mentor in preparation of reports on different medical devices corresponding to the therapy area and geography covered. I worked with a team of analysts and team leads for a duration of 3 months. Along with the internship project work, I simultaneously carried out my dissertation study in the same organization.

2.5 LEARNINGS FROM THE MEDTECH INSIGHTS TEAM

In general, the overall learning and hands on experience includes the following:

1. I learned about my role as a Research Associate-intern and leaned together a unique combination of Business Research and Life-Sciences
2. Learnt about time management and project management
3. I came to know how to maintain work life balance with the help of various meetings by the Principal
4. I had hands on training on the methodology of secondary research. Much of the search was done through 'Advanced search' techniques, using dedicated keywords and combination of slots
5. Developed expertise on therapy areas and market relevant to various device segments covered in the report.
6. Learned the DRG style of power point presentation
7. Learned about various paid DRG specified data sources

2.6 OTHER PROJECTS

- My dissertation titled as "Assessment of awareness, knowledge and compliance of prescribed antibiotic use", was conducted in the DRG office premise through survey drafted via mail.
- I also worked on a DRG client request for 15 days for which I covered different market highlights and segments covered in the report, for which the query had arrived.