

Internship
at
IQVIA Consulting and Information Services India
Pvt. Ltd., New Delhi

By

Himanshu

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

Academic year, 2017-2019



The IIHMR University, Jaipur

1, Prabhu Dayal Marg, Sanganer, Airport
Jaipur 302029, Rajasthan
Ph: 0141 3924700, Fax: 3924738
Website: www.iihmr.edu.in

INTERNSHIP REPORT

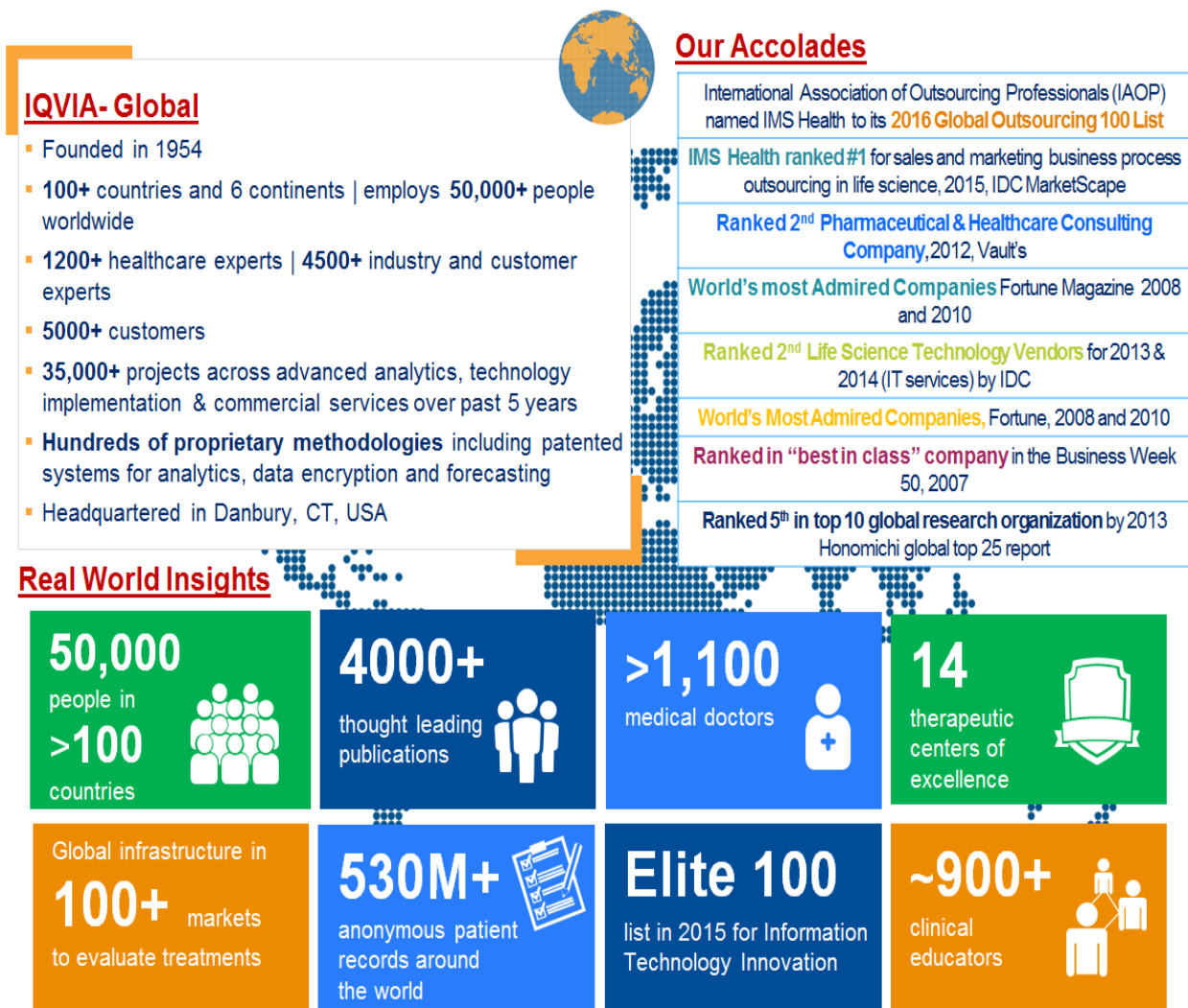
About IQVIA

Global Existence

IQVIA is a global leader in providing research and consulting in healthcare and life sciences sector

IQVIA is the world's leading provider of healthcare survey, consulting & health intelligence services with **over 60 years** of experience. We operate in over **100 countries** and serve over **5,000 healthcare customers** across 6 continents. IQVIA accommodate key healthcare organizations and decision makers around the world, spanning government agencies, donor agencies, policymakers, researchers, life science and healthcare companies, consumer health and medical device manufacturers, as well as distributors, providers, payers, and the financial community. Our global data and analytics **capabilities draw on data from 100,000+ suppliers and on insights from more than 55 billion healthcare transactions** managed annually. We connect knowledge across all aspects of healthcare to help **more than 5,000 healthcare clients globally** to improve patient outcomes and operate more efficiently. The depth of experience

available through IQVIA is well-recognized in the industry, as is the commitment to monitor and assess safety, benefit/risk, efficacy, consequenceiveness, quality of care and value.

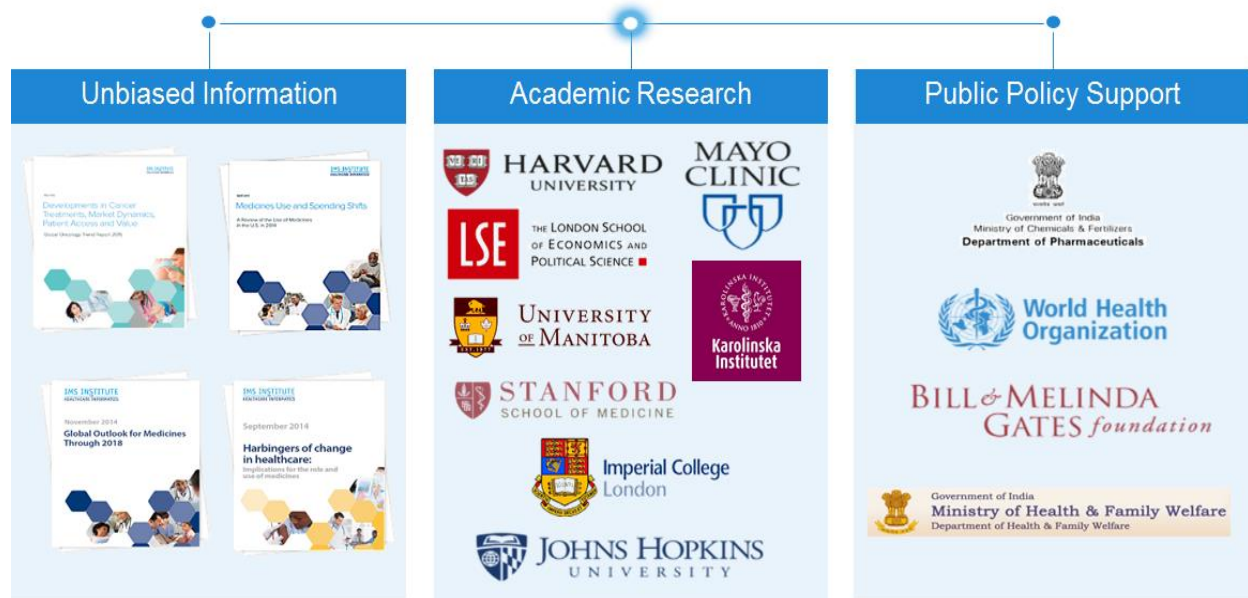


Our highly experienced teams from our global practices bring specialist skills and insights from large international mandates. Our team have worked on over 200 relevant projects globally and helped some of the world's largest organizations to deliver challenging programs and projects in the areas of healthcare and pharmaceuticals. Globally, all **leading private healthcare**



IQVIA has significant experience in advising **Governments, international NGOs, multidimensional funding agencies in the emerging markets in areas ranging from strategic direction to program management, national health surveys, commodity assessment and mapping, program management, procurement and supply chain assessment, in country development, monitoring and evaluation, pharmaceutical market assessment, private sector engagement, medicine access, policy and regulatory review, health data analytics etc.**

Our partnership with leading academia and international organizations supports their work
by providing information and data to researchers



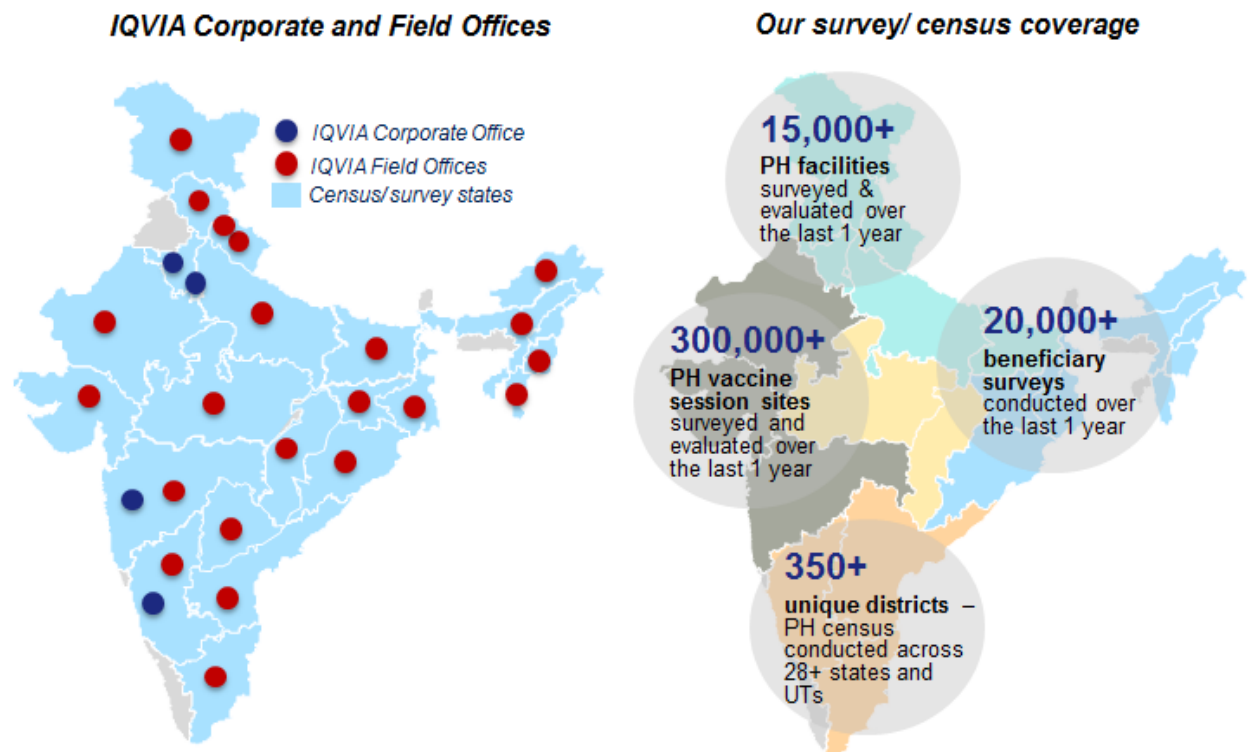
IQVIA India

In India, we have over 13 years of experience and **a strong existence in the healthcare market across data, analytics and consulting services and is the "ONLY" integrated healthcare informatics player in India, with solutions across healthcare sector value chain.** IQVIA India has a deep heritage of providing best-in-class market intelligence to the healthcare industry stakeholders. Our range of services comprises business strategy, market research, performance tracking tools, global market insights, regulatory policy support, operations improvement and allied technology solutions.

We have offices in Gurgaon, Mumbai, Delhi and Bangalore with total employee strength of over 3,000. Our existing data assets and customized large data collection activities are extensively used by our clients in the public, private and non-for-profit sector on regular basis along with our analytics and consulting service providing. Our existing data assets encompasses of detailed information on 3 lac Doctors, 1 lac chemist, 25 thousand hospitals, 22 thousand drugs stockiest. Our team also captures over 8 lac live transcriptions from approx. 5

thousand empaneled doctors and drug sales information from over 5 thousand stockiest monthly. Our field and project teams have experience of working across 50 cities in India with state government, NGOs and international funding agencies.

We have a strong focus on the Government and Public sector (GPS) in India. Our Public Health Government Practice in India works with the key Central Ministries, State Governments and International Donor Agencies across India on significantly large mandates in various areas of Health Policy & Strategic Planning, Health financing, Quality Assurance and Improvement in Health Facilities, Health and Hospital Information Systems by IT solutions, Public Private Partnerships and Monitoring & Evaluation, drug procurement and supply chain system etc.



Value Proposition

- Presence of in house dedicated field teams across 50 cities in India
- Single Window Consulting Service
- Only company in Asia having extensive existing information and network of formal and informal medical hospitals, practitioners, pharmacies, and stockists

We have prior **experience of working on projects funded by government and international donor agencies including The World Bank, UNDP, CHAI, JSI, USAID Deliver, NPPA, DoP, Niti Aayog, PSI, BMGF, DFID, Pharmexcil, Tata Trusts, Micronutrient Initiative etc.** Some of our major clients comprise:

Hospitals	Government	Pharmaceutical
International/Donor Agencies	Technology	Other healthcare stakeholders

Our Core Services

Healthcare Policy Review and Design

We have accumulated in-depth knowledge of the India health system and policy trends through the extensive interaction with health system stakeholders, as well as, work in areas of public health.

We have worked extensively in the arena of Healthcare policy and established thought leadership on policy trends by leveraging broad connections with stakeholders from key government divisions and healthcare institutions. We are currently collaborating with Department of Pharmaceuticals, India on Pharmaceutical pricing policy initiatives.

In 2013, the IQVIA India Institute and OPPI (Organization of Pharmaceutical Producers of India) jointly produced a thought leadership study on “Understanding Healthcare Access in India” as a knowledge initiative in collaboration with government policy makers, industry and academics. This provided an opportunity for multi-sector stakeholders to exchange thinking on key issues in the Health Care Access including affordability and quality of care, and to stimulate discussions on policy options.

Quality Assurance

- IQVIA Public Health provider consulting team has senior professionals from industry who are certified as Principal Assessor for National Accreditation Board for Hospital [NABH] and have achieved the distinction of Certification and Lead Auditor for ISO 9000 Quality Systems.
- **Global experience in evaluating health systems performance and providing policy recommendations:** As a global team covering all major markets, we have extensive experience working on health-related topics and providing solutions to public health

organizations and local governments and can share best practices from emerging and developed markets across the globe.

Performance Improvement: for healthcare service providers IQVIA offers a range of expertise which encompasses

- **Supply Chain Management:** IQVIA Public Health assists clients understand their existing material use and purchase patterns, inventory management and vendor management practices. This helps the client assess its annual needs for various day to day material and medicine requirements. Upon identifying the key drivers of inefficiency in a client's overall procurement and supply chain system the IQVIA team assists clients in implementing mechanisms such as rationalization of SKUs (Stock Keeping Units) to optimize inventory levels; Procurement mechanisms such as tendering, bid process management and vendor management.
- **Total Performance Improvement:** IQVIA Public Health helps clients achieve their desired performance through its Total Performance improvement plan which helps clients enhance revenues and optimize costs.
- **Process Optimization:** Inefficient service delivery processes can lead to higher patient waiting times as well as lack of adequate personnel at peak operations which leads to higher operation burdens for the providers as well as lower patient satisfaction. Healthcare providers seeking insights regarding their service delivery processes can undergo business process re-engineering mechanisms to streamline their operations consequenceively. IQVIA helps clients implement mechanisms across facilities planning, operations and maintenance as well as contract management mechanisms such as PPPs etc.

- **Other Services:** IQVIA Public Health's other services comprise improving utilization of facilities such as OT, OPD, Imaging services; Performance benchmarking; Designing & implementing clinical KPIs; Specialty COE design.

Program Management:

IQVIA Public Health helps clients with long term projects/programs by undertaking end-to-end project management

- **Program Design:** Clients seeking help in creating a prospective project/program can approach IQVIA Public Health for advisory on mapping the entire project/program landscape and on a phase by phase implementation plan.
- **Program Implementation:** IQVIA Public Health can provide clients with full time support during the implementation of their project/program by deploying a team of experts as the Project/Program Management Unit.
- **Monitoring & Evaluation:** The progress can during a program/ project can deviate from its envisioned path if proper monitoring mechanisms are not in place. IQVIA can help clients with monitoring & evaluation services providing information on bottlenecks and their respective solutions for keeping a project on-track.

Infrastructure Advisory: Clients envisioning to establish healthcare infrastructure can receive IQVIA's support across a range of activities which can help them make informed decisions

- **Gap Assessment Study:** IQVIA Public Health can provide clients with detailed gap assessments for infrastructure requirement when they are considering construction or upgradation of their infrastructure projects.

- **Feasibility Studies & Project Structuring:** The experts at IQVIA Public Health can advise clients on the feasibility of their vision, identifying key hurdles which need to be addressed by structuring a project consequenceively.
- **Bid Process Management & PMC Support:** A consequenceively bid process management approach can help clients identify the right service providers while maintaining transparency and fairness.

Institutional Strengthening & Capacity Building: IQVIA can help clients develop public institutions' internal capacity by upgrading existing personnel's skill sets. IQVIA's services encompass:

- **Capacity assessment:** Designing "To-Be" roles and conducting a skill gap assessment of the skill set and expertise of existing personnel
- **Organization Restructuring & Capacity Building:** Preparation of new organization chart, job descriptions, roles and responsibilities, KPIs and recruitment strategy for additional manpower
- **Implementation Support:** Designing detailed work plan, organization and facilitation of workshops and training sessions, assisting the management identify HR services vendors
Strengthening public institutions through training delivery for existing personnel and creating a monitoring & evaluation mechanism for the training provided to personnel

Dedicated Supply Chain Practice with Specialists in Public Health Supply Chain

IQVIA has one of the largest public health practices with nearly a decade of service devoted to the public sector and an internal structure to support and enhance our services to Governments and multi-lateral funding agencies. IQVIA Health has significant experience in

advising Governments across the world in areas ranging from healthcare surveys to technology to transformational insights.

IQVIA Health India team has conducted multiple Public Health supply chain/logistics assessments South Asia and Africa markets **in supply chain related to gap/bottleneck analysis, strategy, institutional review, organizational restructuring, manpower assessment, capacity building, review & documentation of policies/ SOPs/ manuals, etc.**

Our practice comprises experts providing comprehensive advisory services to both **public and private sector clients and to all levels of government, legislative agencies, municipalities, nodal agencies, redevelopment agencies, NGOs, and public-sector corporations.**

The key service providing's in are: -

