

Internship
at
Pharma ACE Analytics Pvt. Ltd., Pune

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About Organization

PharmaACE Analytics Pvt. Ltd. is life sciences focused company. Headquartered in USA, the company is dedicated to providing analytic solutions for efficient commercialization of pharmaceutical products.

The company works through teams such as Competitive Intelligence Chart Audit and Forecasting to provide pharmaceutical companies with business-critical research and insights that helps them to make informed decisions. The decisions enable the clients to develop strategies for sales and marketing of newly launched products, develop a perspective of the existing players- their strengths and weaknesses, opportunities for a particular product in the market, analyzing the threats and finding out ways to overcome it.

The Competitive Intelligence team is involved in conducting secondary search to answer various business questions for clients such as opportunities for a product in a particular market through pipeline assessment, data analysis (sales and volume data – top companies' analysis, CAGR), collecting relevant information and validating it. This helps the client to generate insights and answers their business needs.

The Chart Audit team deals with the claims data and is involved in providing the client with epidemiology of the disease of interest. This helps to arrive at number of patients of a disease and the revenue generation from a product for that disease.

The team that is involved in estimating a product's market share and revenue is the Forecasting team.

Apart from these teams, the IT team is responsible for providing the support in terms of creating models so that the forecasting team is able to derive revenues by applying all the factors responsible for increase in revenue or decline.

The company stands out in the field of business consulting because of the differentiators like:

- Simplified value-driven solutions
- Tailored approach
- First-time-right attitude
- Leveraging best practices

Limitation

This study involves dependency on cancer registries for collection of epidemiological numbers of NSCLC. Thus, determining exact number of NSCLC patients remains a challenge.

- In non-covered provinces i.e. where the product is not marketed, an average of 10% is considered as the percentage of patients taking therapy with Product C. This helps to take consider the patients who are taking the therapy in non-covered provinces but is a generalized percentage and therefore the actual percentage may vary.

- There may be hidden bias in the model which may lead to sub-optimal decision making.

Forecasting model flow

