

Internship
at
Pharma ACE Analytics Pvt. Ltd., Pune

By
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PharmaACE Analytics, PUNE



INTRODUCTION It is an US-headquartered life sciences focused company that provides analytic solutions for the efficient commercialization of pharmaceutical products. The company has been employing professionals from top education institutes and individuals with excellent experience in the Analytics domain. Our services are designed to provide clients with business critical research and insights that enables them to make informed decisions related to their sales and marketing initiatives.

SPECIALTIES:

- Forecasting
- Competitive Intelligence
- Market Access
- Key Opinion Leader Analytics
- Market Assessment
- Business Analytics
- Social Media Monitoring and Analysis

➤ **Data Analytics**

- Helping you sieve through multiple diverse datasets and generate crisp reports
- Diversified capabilities around data mining, analyzing and generating actionable insights around it
- Our data analysis experience is the basis to size, evaluate and project the market and its components

➤ **Forecasting**

- Our forecasting legacy spans over a decade. Many of the team members are seasoned forecasters by experience
- Experience across geographical markets, multiple therapy areas and stages of product life cycle
- Our team has the optimum blend of clinical and business acumen thereby ensuring a comprehensive assessment

➤ **Data Experience**

- Experienced in handling multiple data-sets like Claims, Rx, Value, Volume, APLD, Formulary, Export/ Import
- The team has exposure working across all the data sets within the pharmaceutical space. Such diverse data experience also provides the right skill set in triangulating and validating the findings

➤ **Market Assessments**

- A comprehensive analysis of the myriad of forces affecting markets enabling you with a 360-degree view of the entire market landscape
- Assessment experience spreads across therapy areas, geographic areas, products or even devices and services

➤ **Competitive Intelligence**

- Harness the power of vast information resources, employing both primary and secondary research, to generate tactical and strategic insights

- Over the years, we have fine-tuned the process of selecting the right set of sources, verifying facts and assimilating the information in the context of business needs to generate meaningful and actionable insights, all seamlessly

➤ **Primary Market Research Analytics**

- Our team is well-versed with the intricate process of primary market research and can
- help you build custom questionnaires that suit your needs and analyse the responses to generate actionable insights
- Our reports enable you to customize the level of detail of each analysis, based on your preference and requirement

➤ **Data Management**

- Our data experts are equipped to manage and churn data leveraging relational databases like MSSQL, AWS and others.
- We also provide search capabilities while mining huge unstructured data

➤ **Technology-driven Reporting**

- Let our experts assist you in creating the story behind your data using cutting-edge tools like Tableau, QlikSense, Power BI and others

➤ **Online Forecasting Platform**

- A platform suited for all your forecasting needs.
- It is intuitive and allows for easy sharing, concurrent editing by multiple users, ad-hoc analysis and output visualization

WORKS :

- Evaluate market landscape, the drivers and competitive threat analysis
- Evaluate the potential of a market and its underlying currents
- Report and track performance leveraging technology enablers
- Help in data mining, big data analysis and integrating multiple data sets to generate insights

- An enterprise-wide technology system to manage budgeting and long-term strategic planning
- Help in day-to-day tactical/ analytical work so as to focus on important and strategic projects
- Evaluate business development and licensing opportunities and financial analysis

My Learning's in the organization :- they conducted a three months for training for all the interns on advance excel , MS Office , MS power point in which I learned these things :

- Text functions
- Date functions
- Logical functions
- Aggregate Functions
- Tools of data handling (Audit, Grouping, Pivot Table)
- Tools of data presentations (Visuals)
- Forecasting concepts: IO Penetration, Share frames, Treatment and retreatment rate, High-Low-Base Case Scenarios, Shadowing, OS, PFS, DOT
- Forecasting case study (dollarization for ABC products)
- Process of CI (Need-Data collection-Evaluation-Communicating the CI-Action)
- Search operators, using google alerts, referencing the sources
- Company profiling, Sales force estimation, Pipeline analysis, Threat analysis
- Business analysis (Market opportunity assessment, Brand performance, Data analysis)
- Cancer staging & various drug application designations
- Key regulatory terms and types of drug applications (INDA, NDA, ANDA, OTC-A, BLA)
- Worked on preparing the deck for Celgene Portfolio optimization
- Revenue Model and its flow (Patient cuts, Market events, effective share calculations, share theft, DoT calculation)
- Knowledge sharing session on HCC & RCC (Therapy area & Model overview)
- Working on Clinicaltrials.gov (Advanced search options & relevant filters)
- Global pharma market, Regulatory bodies & policies of various countries.
- Searching IMS data, ATC codes, MIDAS, data measuring units & variable to analyze
- Patents, exclusivity, Drug applying provisions, Acts & policies, IPR timeline
- Share theft calculations and application on revenue model of gastric perioperative
- Study and data collection on Myelodysplastic syndrome(MDS) and treatment options

- Worked on Celgene deck on MDS, collecting data on various types and various patient distributions.
- Standard formats, learnt soft skill and professional communication
- Report writing, including TOC, heading-sub heading formats & table formats
- Mapping the model for Gastric Carcinoma for Japan, Patient segmentation according to biomarker testing(PD+>5%,PD+>1%,PD-,Untested)
- Patient progression to next line of treatment as IO naïve and IO Experienced
- Making dynamic graphs in excel.
- Outcome based/Value based Pricing, HEOR evidences, Cost effectiveness analysis
- Epidemiology cuts, Extended units, Dose per month, Sources of epidemiology, validation of data
- Working on IMS data sets
- Patent & Non patient based modelling, triangulation of population on treatment, inputs to forecasting
- Using nested text functions, Offset function, Sum product & Evaluating formulas.
- Practicing alternative formulas to given calculations in the model of PC
- Oncology forecasting inputs, OS&PFS, Shadowing, 2L progression and
- Ranking launch sequence, using Name ranges (Cell values, Table, Formula & from selection) and share calculations
- Source of business & Peak share calculations, Advance filters and Pivot table analysis
- Introduction to Macros and Solver use in excel.
- Solver use in Excel
- Practicing alternative formulas to given calculations in the model of PC
- Understanding and Building Share calculation (Manual & Fair)
- Disease understanding Prostate cancer & treatment algorithm