

Internship at Decision Resources Group, Gurugram

By

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INTERNSHIP REPORT

INTRODUCTION

Piramal Enterprises Ltd, (PEL) formerly known as Piramal Healthcare Ltd, is the largest company of Piramal Group, and is active in business verticals including Healthcare, Life sciences, Information management, and financial services. Piramal Enterprises is listed at both Bombay Stock Exchange and National Stock Exchange. Fortune 500 ranked Piramal Healthcare in the top-50 largest corporations across India. The UN Conference on Trade and Development's World Investment Report 2016 ranked the group among the top 5 pharmaceutical contract manufacturers in the world. The Piramal Group is a diversified global business conglomerate, which has presence across various sectors such as healthcare, life sciences, drug discovery, healthcare information management, specialty glass packaging, financial services and real estate. Ajay Piramal is the chairman of the Piramal Group.

Piramal Healthcare Limited, an innovation led company, has agreed to acquire Decision Resources Group a US based company in the healthcare information segment, for a consideration of approximately US\$ 635 million (~Rs. 3,400 crores) in 2012.

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 focused on three market segments:

- (1) the Biopharma business unit provides reports, databases and advisory services on drug utilization trends and forecasting in a variety of therapeutic areas;
- (2) the Market Access business provides database and analytical services that healthcare companies use to assess the current and future opportunity of their products' acceptance into a market; and
- (3) the Medical Technology business provides actionable insights and data on the medical device markets. DRG's products include detailed market assessments based on a specialized network of

over 125,000 healthcare professionals (primarily physicians), proprietary databases of market information and detailed analytical reports on specific therapeutic areas.

DRG Products:

- DRG Insights Platform
- Medtech Solutions
- Real World Data
- HLI Covered Lives
- HLI – US Market Access Dynamics
- Fingertip Formulary Suite
- Global Market Access
- Healthcare Business Insights

Divisions History

Biopharmaceutical Insights and Analytics

Founded in 1990, Decision Resources provides in-depth research on the trends, emerging developments and market potential of the drug industry. Large pharmaceutical companies as well as startup biotechs turn to Decision Resources for the information they need to license, market and compete. Decision Resources offers research publications and advisory and consulting services.

Managed Care Insights and Analytics

HealthLeaders-InterStudy is the authoritative source for managed care data and analysis.

HealthLeaders-InterStudy analyzes health plans, specific geographic healthcare markets and the managed Medicare and Medicaid markets to produce databases and reports that give healthcare businesses ready-access to the information needed for strategic and tactical planning.

Medical Technology Insights and Analytics

Millennium Research Group (MRG) is a leading provider of strategic information to the healthcare sector. Focused solely on the medical device, pharmaceutical and biotechnology industries, MRG provides its clients with the benefits of its specialized industry expertise through published reports, comprehensive databases and customized consulting services.

Clinical Insights and Analytics

Arlington Medical Resources (AMR) serves the market intelligence needs of the pharmaceutical and diagnostic imaging industries. With offices in Malvern, PA and Brussels, Belgium and affiliates in Tokyo, Seoul and Shanghai, AMR publishes syndicated audits for the United States, Italy, Germany, United Kingdom, France, Spain, China, Japan and Korea.

Formulary Insights and Analytics

Fingertip Formulary maintains the highest quality and most comprehensive, integrated database of formulary information in the United States, covering virtually all commercial, Medicare, Medicaid and PBM plans. Fingertip Formulary's services allow pharmaceutical executives, including brand teams, and sales professionals to leverage managed care formulary information as a significant and competitive advantage.

Physician and Consumer Insights and Analytics

Manhattan Research is a healthcare market research and advisory services firm, bringing clarity to the market forces, trends and impacts of physician and consumer use of information technology, including next generation digital media such as social networking, blogs, podcasts and Web 2.0. Through analysis of Manhattan Research's trended, proprietary data sets, the company's analysts provide global pharmaceutical companies with the insight necessary to strategically plan and market existing and future therapies.

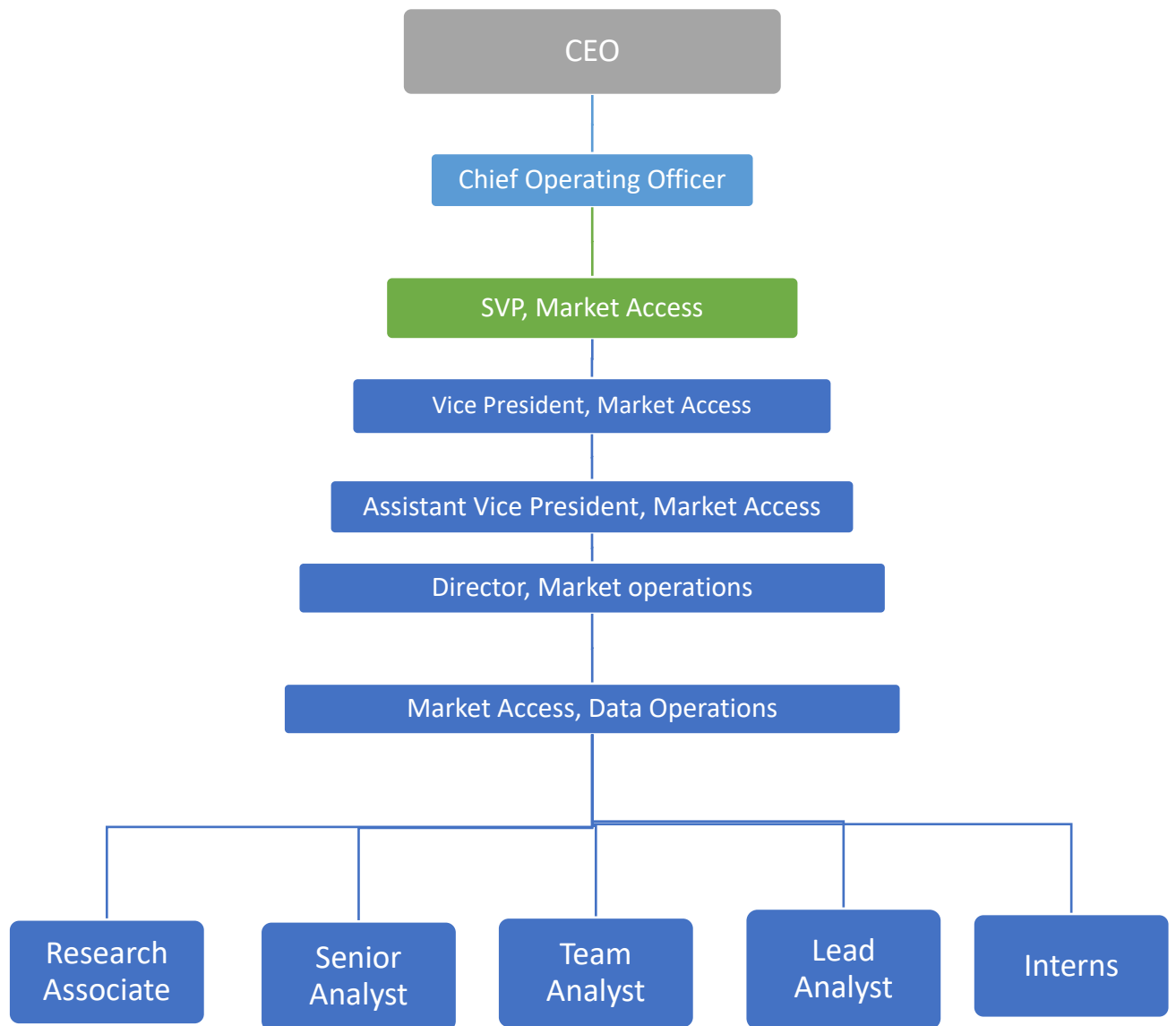
Specialized Biopharmaceutical Insights and Analytics

BioTrends Research Group provides syndicated and custom market research to pharmaceutical manufacturers competing in clinically evolving, specialty pharmaceutical markets.

Vision, Mission and Values

Vision	To provide proprietary data for Healthcare Industry
Mission	Our Mission is to provide healthcare insights that change lives.
Values	Integrity We always strive to do the right thing for our clients, our communities, and ourselves. We bring constructive candor and transparency to our relationships with one another and our clients. Excellence We seek to develop and maintain deep expertise in all our disciplines. We set the bar high on quality because our clients, internal and external, rely on our work. Partnership DRG, in aggregate, is more than the sum of its parts. We unlock value through partnership and teamwork, both with our clients and with one another.

Organogram- DRG Market Access Team



Purpose & Learning through Management Training

Institutional learning has always proved beneficial in delivering the theoretical knowledge when a potential candidate endeavors the new career, but the exposure of implementing this learning into real practical environment through on the job training helps to put a foundation stone for the prospective candidate. Chances for work, its presentations and mistakes done during this period are something, which will not be forgot and repeated respectively. This is an opportunity to develop a deep understanding about the type of work a company offers, their limitation, indication contraindication, scopes etc.

The Purpose of this Internship was

1. Learn more about the health care and Pharma industry
2. Application of my learning understanding and experience of Behavioral understanding into my Project effectively.
3. Learning more about the field and the industry and the work profile and gain valuable work experience.
4. To decide the path through which I want to explore the Industry.
5. Gain valuable Networking Contacts.

Thus, Training becomes an integral part for MBA Healthcare Management.

EXPERIENCE & LEARNING AT DECISION RESOURCES GROUP, GURUGRAM

I was appointed as Intern in Decision Resources Group for duration of three months. Internship at Consulting firm, like Decision Resources Group, gave an opportunity to me to understand scope of Healthcare Data and its importance, it's growing need in the Health care sector to reduce the cost burden of Ill health & approach of Pharmacy as Product in Healthcare Business. However, being at one place the variety of challenges a healthcare at such nascent stage is facing has filled me with immense knowledge and kept my excitement high to learn and discover the kind of projects it does throughout. Working here, I discovered that the horizon for the candidate working in International MNC company is wide and expanded and is not limited to a section of a health care. I realized the importance of remaining updated about our own field, present market statistics and thus importance of reading and updating the knowledge and skills timely. Apart from work, how Piramal is contributing to Decision Resources Group has an integrated systemic management and information technology for each and

every employee is commendable. Learning the system itself was a type of new learning other than the usual project work.

LEARNING FROM INTERNSHIP:

About the Consultancy

- Providing solutions to clients
- Healthcare Technology
- Products- Employer Vantage, Fingertip Formulary.
- PBM'S
- MCO and ACO in US healthcare System

About the Project:

- Chemist views regarding Saridon product
- Direct and Indirect competitor of Saridon
- Demand and Supply of Saridon
- Market Sale of Saridon
- Potential Customers of Saridon