

**INTERSHIP TRAINING
AT**



**VALUE EDGE RESEARCH SERVICES
NOIDA**

By

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ABOUT VALUE EDGE

Value Edge is an International Business Research and Analytics firm that specialize in providing high-value customized business research, intelligence and analytics reports and databases across our chosen domains - pharmaceutical, biotech and medical devices.

Value Edge aims to redefine the traditional research model by providing "consulting grade" outputs which are ready to be used for decision making.

The team has over 60 years of combined experience in working on strategic issues faced by organizations in the private and public sectors across Europe, US and Asia. The learning gained; as a result, enables bring perspective, structure and analytical rigor to clients' advantage.

It is driven by commitment and belief for superior quality and client satisfaction. With management's backgrounds in leading pharmaceutical companies like Biogen, Amgen, Sanofi Aventis and Novartis, it is driven to deliver exceptional quality to our clients at competitive costs.

Mission Statement:

- To support superior decision-making by intelligently blending information and insights.

Guiding Principles:

- To create value for our clients with solutions that comprehensively address their challenges
- To act with the highest degree of integrity and professionalism at all times
- To build and preserve a culture of meritocracy where ideas ascend individuals

MANAGEMENT BOARD

Rohit Anand

Co-Founder and Managing Director

Rupesh Mor

Co-Founder and Director (Research & Development)

Soham Paul

Co-Founder and Director (Marketing Analytics)

Gregory Cordano

Director Marketing and Business Development

.

Vivek Kapoor

Associate Director (IT Applications & Product Development)

BOARD OF ADVISORS

Paul Richardson

Global Pharma Executive

Dr. Jasmin Patel

International Executive, Healthcare and Pharma sector

Sanjeev Bikhchandani

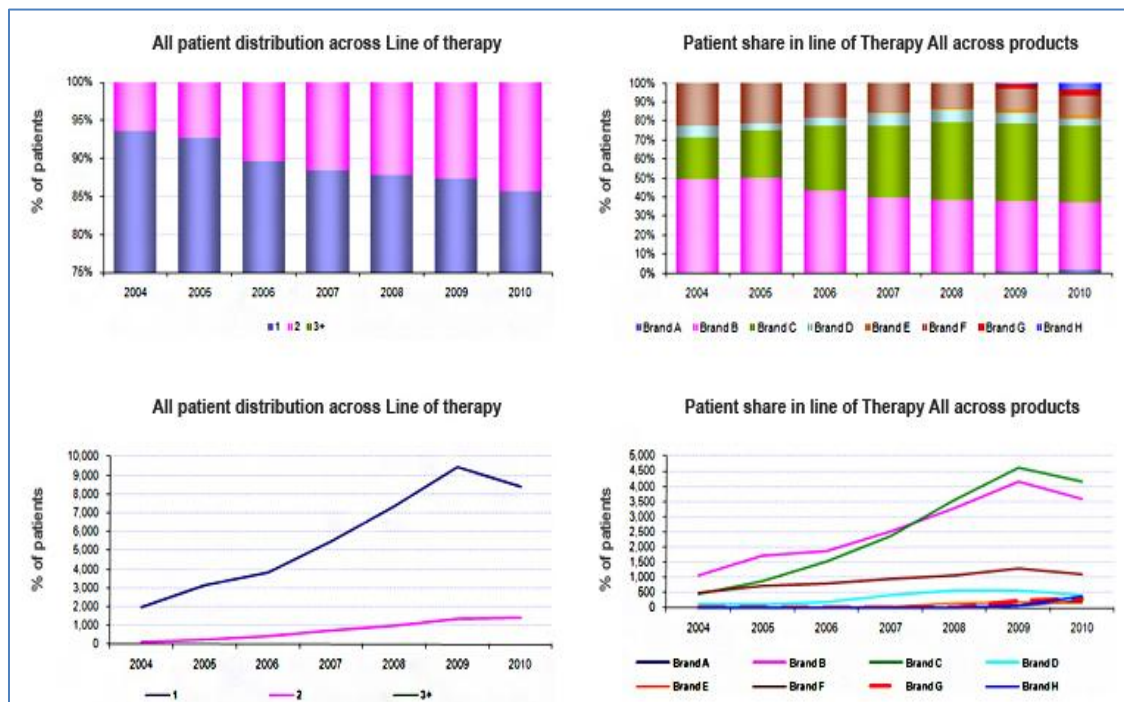
Cofounder and Chief Executive Officer, Naukri.com

SERVICES/AREAS OF WORK

1. **Business Intelligence & Data Analytics**- Identify Untapped Sources of Value

- a. **Patient Longitudinal Data Analysis**- Patient longitudinal data from claims databases provide a lot of valuable insights on patient behaviour and treatment algorithms being followed in practice

Value Edge has developed a SAS based math engine to summarize and calculate the various parameters on the patient longitudinal data such as duration of brand therapy, duration of class therapy, individual patient compliance at individual drug level, use of drug in various line of therapy taking in consideration the various dosing regimen of the individual drug classes. Value Edge's proprietary solution, Patient Edge provides the necessary answers to all questions.



- b. **Ad-Hoc Modeling-** Value Edge's team takes a very pragmatic approach to do ad-hoc modeling in MS Excel, VBA, Access to offer business solutions to clients. Clients often have need to build quick tools to do some data management or analytics that does not fall under a specific service line. Value Edge developed an access based tool to do the pharmacy stock planning. The model enabled the client to produce account-specific and targeted stocking recommendations for key trade channel customers, which align with the business dynamics and geographic distribution of retail outlets.

VALUE EDGE Launch Stock Plan

Product Scenario

Management Reports

- ☒ Aggregate Stocking Forecast
- ☐ Summary Allocation Forecast
- ☐ Detail Allocation Forecast
- ☐ Distribution Report
 - ☒ State ☐ District
 - ☐ HSA ☐ Territory
 - ☐ Region
- ☐ Priority Chain Report
 - ☒ State ☐ District
 - ☐ HSA ☐ Territory
 - ☐ Region
- ☐ Wholesaler Allocation Summary

Pharmacy Chain Reports

- ☐ Launch Year Forecast
- ☐ Stocking Allocation Report
 - ☒ State Allocation Summary
 - ☐ HSA Allocation Summary
 - ☐ Store Level Allocation
 - ☐ Store Abbreviated Allocation
 - ☐ All Store Allocation

<<Back Main Menu View Report Scenario Summary Exit

2. **Market Assessments-** Determine potential markets to drive impactful strategies
- a. **Market Area Assessment-** Deep dives into diseases/therapy areas to assess epidemiology, competitive and market landscapes, market access and pricing, market segmentation analysis, launch uptake of products, pipeline analysis & an assessment of "white spaces" for licensing/product development

- b. **Disease Area Assessment-** Deep dives into disease/therapy area to assess epidemiology, clinical trial landscapes, standard of care etc.

3. **Competitive Intelligence-** Maximize Your Edge Across Markets

a. **Competitive Intelligence-**

- i. **Integrate Edge - CI Platform-** Integrate Edge is a cloud based, Competitive Intelligence platform integrating CI from a vast no. of proprietary & public domain sources, providing collaboration and customized competitive analytics.
- ii. **Clinical Trial Benchmarking-** Assessment of competitive clinical trial designs, endpoints, treatment settings, study populations for head-to-head comparison of likely marketing claims and target product profiles
- iii. **Company/Product Profiles-** Competitor profiles that goes beyond laundry listing to strategic benchmarking and competitive alliances
- iv. **Competitive Landscapes and Pipeline Analysis-** In-depth analysis of competitor pipelines by Phase/MoA/end points/study populations etc
- v. **Digital Competitive Landscapes and Strategy-** Analysis and meaningful insights on Digital Multi-Channel marketing initiatives of competitors
- vi. **Conference/Congress Intelligence-** Conference Intelligence that goes beyond traditional outputs to look at “strategic intent” of companies
- vii. **Ad hoc CI monitoring/tracking-** Customized newsletters that synthesize multiple data sources to save time for competitive intelligence professionals and allow them to do “more”

b. Business Development & Licensing Support

- i. Licensing Screening- Provide broad spectrum of licensing support including disease area identification, screening and prioritization of assets for global biopharmaceutical companies
- ii. Forecasting and Opportunity Assessment- Combining deep domain knowledge and market assessment expertise, provide pharma companies with forecasting and commercial potential assessment support

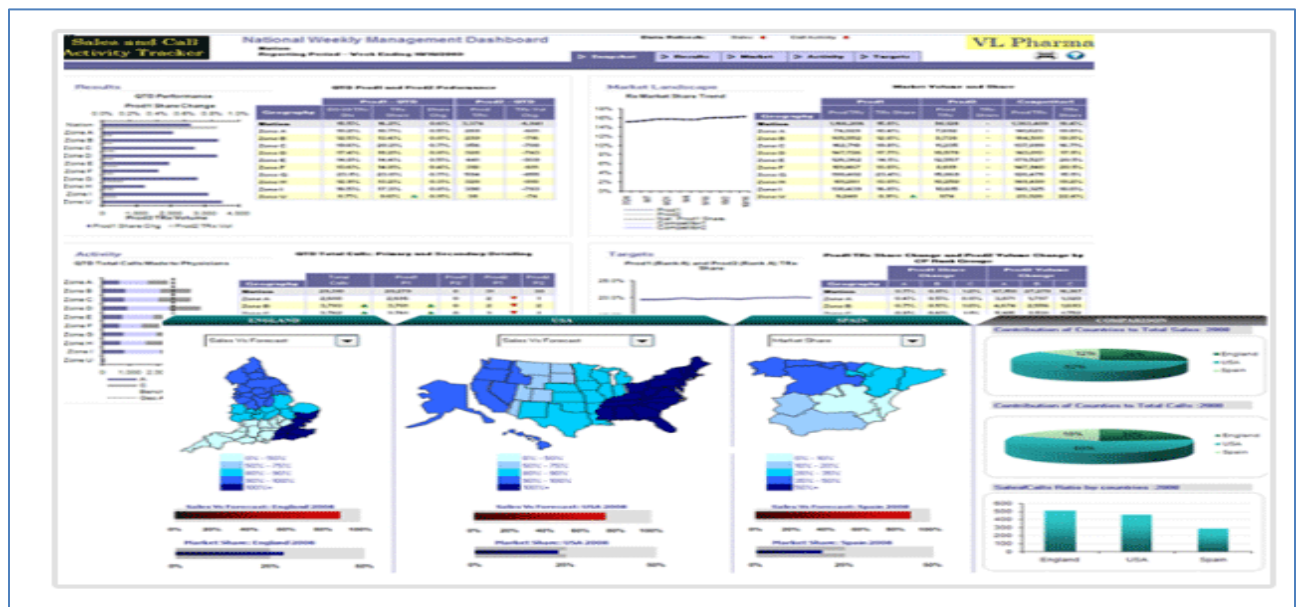
c. Specialty Services

- i. Consumer Healthcare- Having the right mix of marketing, branding and analytical capabilities, offer high value project and intelligence support spanning OTC to Nutraceuticals to Personal Care
- ii. Specialty Healthcare – Vaccines- VE understand the in-depth complexity of Vaccines market and leverage academically sound and experienced Bio-Pharma analysts' experience to support Vaccine players with extensive intelligence reports and insights.
- iii. Medical Devices- Medical device offerings include market assessment and segmentation reports, account level performance analysis, data collection, sales forecasts and high value market indicator assessments

4. **Dashboarding**- The sales and marketing process of a Healthcare and Life Sciences organization generates an enormous amount of data, for instance, base data, call activity data, sales data, promotion data, demographic data, primary market data etc. Value Edge specialize in building highly customised Dashboards with various KPIs to generate meaningful insights from the data. Value Edge understands the sales and marketing process of our clients and has created a "Golden List" of KPIs for the sales & marketing analytics and reporting capabilities. These KPIs are targeted to drive strategies and initiatives through

data-driven insights. The dashboard solution is focused to service its stakeholders through a comprehensive and flexible data management, reporting and analytics platform, through following key attributes.

- Comprehensive and impactful reports and KPIs
- Capability to generate insights and analysis from reports
- Flexibility and speed of service
- Scalability in terms of rapidly adding new data sources, product portfolios and countries
- A solution that is economical
- Deployable across multiple geographies

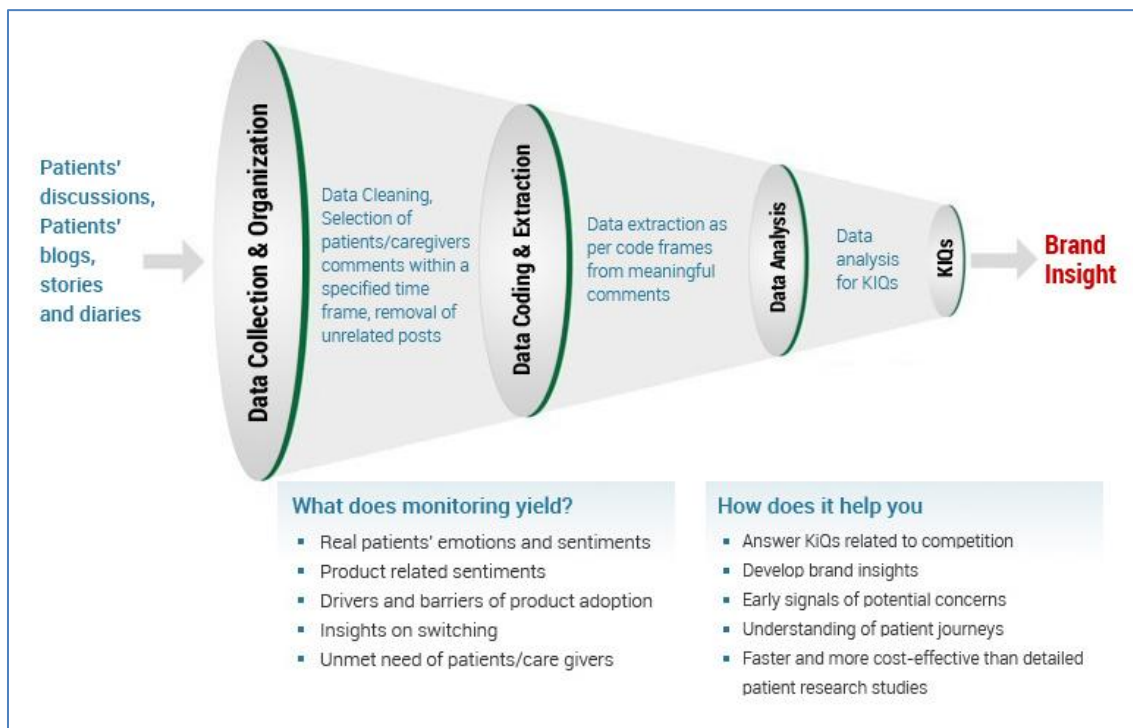


5. **Social Media Insights-** Social Media Analytics is a relatively novel and cost-effective research-based technique that can cater to a variety of competitive intelligence and market research needs of an industry. Here in, numerous discourses available from various online web-portals are assessed to gather meaningful information and derive strong actionable insights which can potentially facilitate the effective management of a brand/service of any business.

Listening and in-depth analysis of real-time conversations can help the Healthcare and Pharmaceuticals companies to extract valuable perceptions of patients and caregivers about their brand.

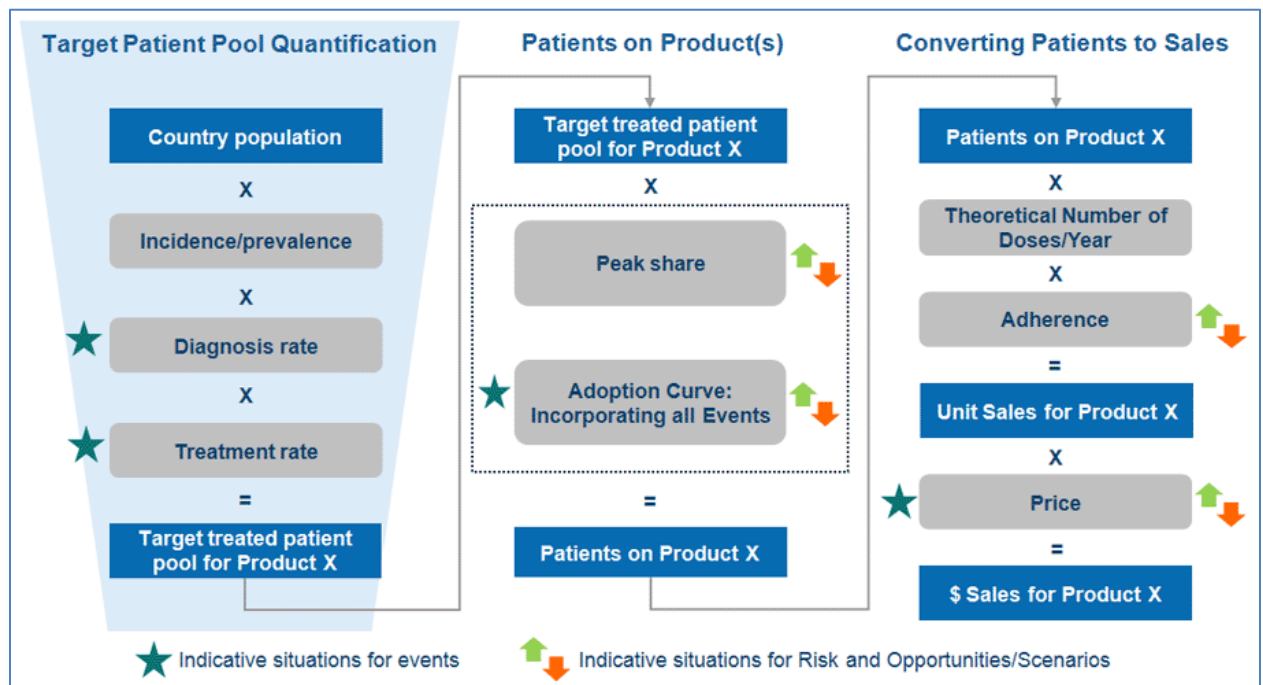
Value Edge offers insight rich output in this space through a systematic analytical methodology combined understanding of both business and science. Centre of Excellence for social media analytics has people with variety of experience and have background in marketing, competitive intelligence and market research.

Value Edge did a comprehensive search to identify all relevant patient and caregiver conversations from various online communities. This was followed by data collection, organization, and its categorization with respect to different topics. Relevant information was carefully extracted and utilized to run various types of analysis pertaining to share of buzz, time trend, switching concerns, unmet patient needs, efficacy/safety/cost profiles and the attributes of brand adoption. A clear and concise deliverable was produced that was able to answer the Key Intelligence Questions related to the project objectives.



6. **Forecasting**- Convert patients into revenue through pipeline and marketed product forecasting

Value Edge approached the challenge with the formulation of a three stepped approach. Firstly, it develops a sharper, quantitative patient flow for each of the brands identified through primary and secondary research. For the given market size estimated peak preference shares using both analogue as well as primary research. Finally it uses a mathematical model to develop the adoption curve. The resulting forecast was delivered in menu driven excel files with a variety of conversion parameters open for client input.



7. **Sales Force Effectiveness**- Boost Your Results Across Territories

Sales force is the most important channel for engaging physicians, its robust, fact-based solutions can help you boost field force effectiveness while ensuring 100% implementation and better productivity, all leading to high sales performance.

Our Sales Force Effectiveness solutions include:

- Segment action and Targeting
- Call Planning

- Territory Alignment
- Incentive Compensation
- Key Account Management
- Competency Assessment



8. **Digital MedComm-** Leverage Digital Applications to Engage Stakeholders
 - a. Targeted Mobile Apps- Targeted mobile apps, developed by BioPharma experts. Simply put crisp concepts, strong content and stunning designs all packed into user friendly, comprehensive apps.
 - b. Interactive e-Details- Engage physicians through visually arresting Interactive e-Details. The e-Details are clubbed with powerful CLM features to effectively capture physician preferences and queries
 - c. e-Learning Solutions- Revolutionize sales force trainings with thoughtfully designed and crafted e-learning solutions. Equipped with interactive e-learning modules, fun games and gamified simulations, it makes learning fun, easy and on-the-go!
 - d. Web Platforms & Med Comms- Intuitive interfaces and easy-to-use format to manage your digital assets safely and effectively. Crazy number of files for thousands of people across the globe? No Problem!

AREAS WORKED WITH (Mainly Marketing Analytics)

- Company/Product Profiles
- Competitive Landscapes and Pipeline Analysis
- Ad hoc CI monitoring/tracking
- Ad-Hoc Modeling

CHALLENGES FACED

- What range of date is applicable to understand current market situation?
- What are the key assumptions that need to be made and what are the key caveats that one needs to keep in mind while doing this analysis?
- How to utilize the data?
- What are the Key Performance Indicators (KPIs) that require to be tracked?
- What insights can be derived from the data?

LEARNINGS

- Deliverables are always to be formatted as per RFP or Client need before final delivery.
- Self as well internal QC is mandatory to deliver quality product.
- Reference checks are to be done before any fact/ data usage.
- Each element of presentable must be supported with a valid and appropriate reason.
- While working in a team, the approach should be somewhat like this - Active listening, Rationale thinking, & Logical speaking.
- Deadlines given are to be followed for time sheet maintenance of complete organization.
- Client confidentiality and data security are to be maintained wherever required.