



"Evolving educational and training needs of Interventional cardiologists and Interventional radiologists as per their clinical experience and create customized training programs for each category ."



TERUMO INDIA PVT. LMTD.

Name: Divya Khanduri ;1286; HM-26

Faculty Mentor: Mr. Dharendra Kumar
Industry Mentor: Dr. Shruti Sharma

BRIEF HISTORY, VISION & MISSION

- Terumo Corporation** was founded in 1921 by several scientists and doctors, including **Dr. Shibasaburo Kitasato**, to produce clinical thermometers in Japan. **Terumo India** was founded in 2013.
- Celebrating its 100th anniversary in 2021, Terumo is a global leader in medical technology, supporting healthcare ever since.
- Terumo's extensive business portfolio now ranges from vascular intervention and cardio-surgical solutions, blood transfusion and cell therapy technology, to medical products essential for daily clinical practice.

"Contributing to Society through Healthcare"

- Terumo corporation believes and strives to contribute to society by providing valued products and services in the healthcare market and by responding to the needs of patients and healthcare professionals.
- The green TERUMO lettering symbolizes trust; the red line represents our spirit of challenge.

CORE VALUES



- RESPECT:** Appreciative of others.
- INTEGRITY:** Guided by mission
- CARE:** Empathetic to patients
- QUALITY:** Committed to excellence
- CREATIVITY:** Striving for innovation

SWOT

STRENGTHS

- Market leadership
- Global Presence
- Superior product quality
- The best place to work, with a familial culture.

WEAKNESSES

- From my interactions with doctors, it was identified that Terumo needs more focus on the marketing aspect.

SWOT ANALYSIS

OPPORTUNITIES

- Social media presence
- New product approvals and launches
- More developments in artificial intelligence to advance vascular procedures.

THREATS

- New entrants because of reduced costs and increased efficiency.

RECOMMENDATIONS

- Terumo is known for its superior product quality, however in today's competitive world, quality and marketing need to be parallel. Terumo needs to rethink its Marketing strategy to be visible to the client's eye and occupy their minds.

CHALLENGES

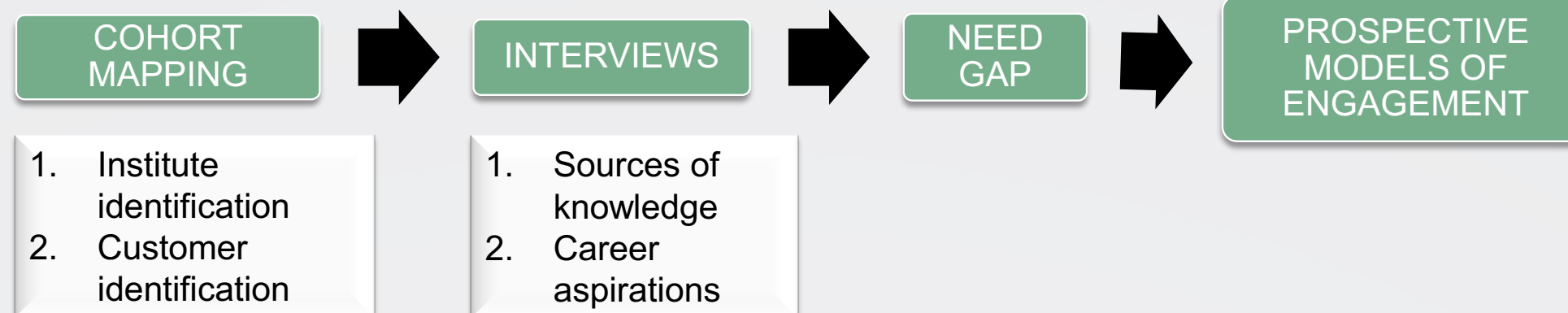
- Having less prior experience in data analysis was definitely a challenge for me, but I am now much confident with numbers.

AIM & OBJECTIVE

Project title: "Evolving educational and training needs of Interventional cardiologists and Interventional radiologists as per their clinical experience and to create customized training programs for each category ."

Objective: Enable to propose customized training Programs for "In Training" / Beginner / Expert Category of Customers.

Methodology:



Action: The GEMBA approach:

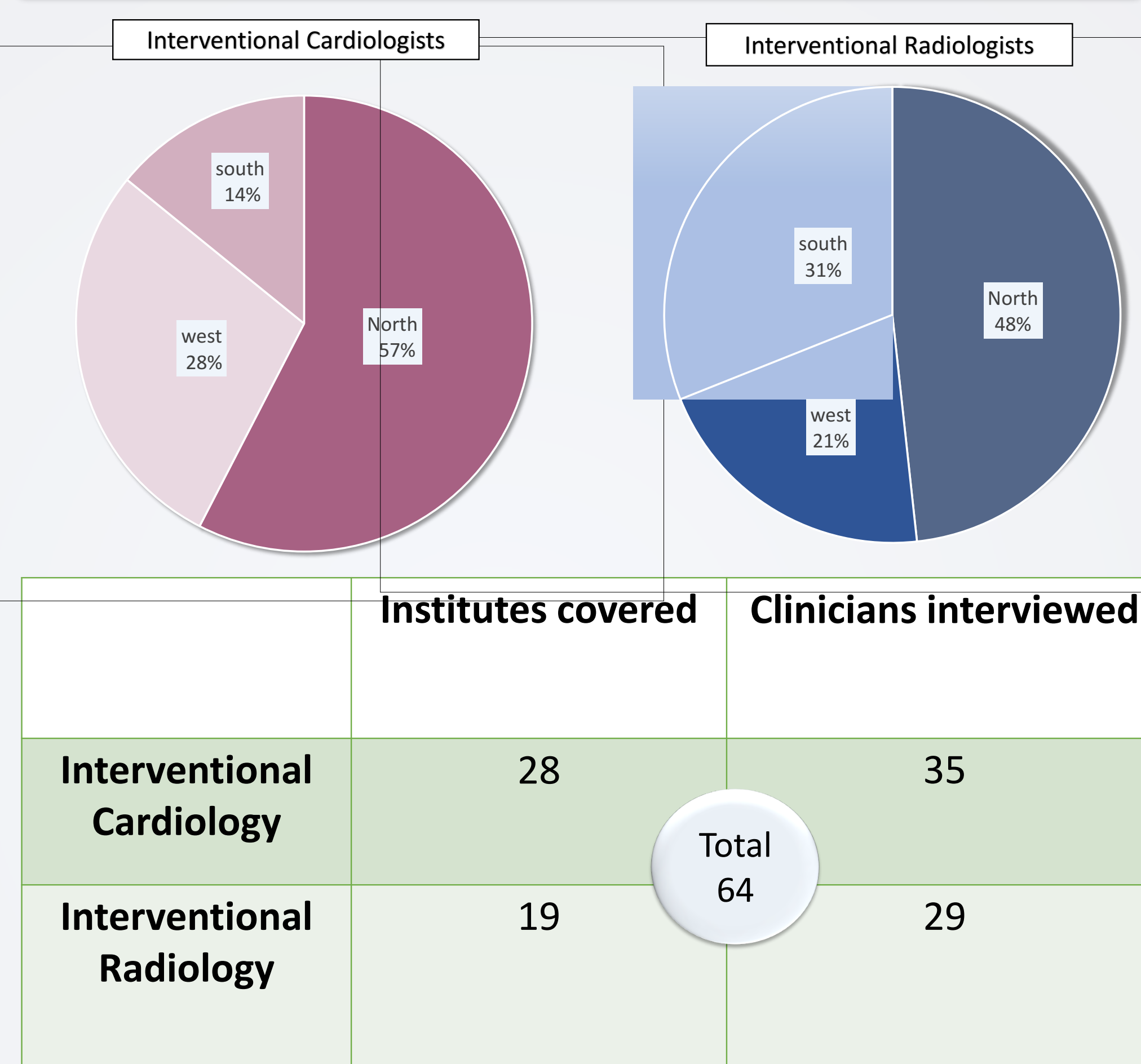
- Our **primary targets** for this project were **Interventional Cardiologists & Interventional Radiologists**.

CATEGORY- 1 : EXPERT > 15 years of experience

CATEGORY- 2 : BEGINNER 5-10 years of experience

CATEGORY- 3 : TRAINEE <5 years of experience

Project Cohort



RESULTS

PURPOSE DRIVEN EDUCATION & TRAINING PROGRAM

Category	Interventional Cardiologist
Expert	1. Pursue TAVR Program 2. Learn cutting edge tech. 3. Evidence based educational content
Beginner	1. Pursue TAVR program 2. Pursue course in electro physics 3. More webinars & seminars.
Trainee	1. Podcasts/ "Hear and do " device 2. Perform complex angioplasty 3. Incorporate wet models

Category	Interventional Radiologists
Expert	1. Weekly seminars across country 2. Venue to learn new Tech 3. Be a part of product R&D
Beginner	1. Full text availability of journals 2. Inter hospital training. 3. More webinars & seminars.
Trainee	1. Set up peripheral vascular set up in India 2. More tutorial resource 3. Pursue fellowship from reputed institutions

LEARNINGS & VALUE ADDITION

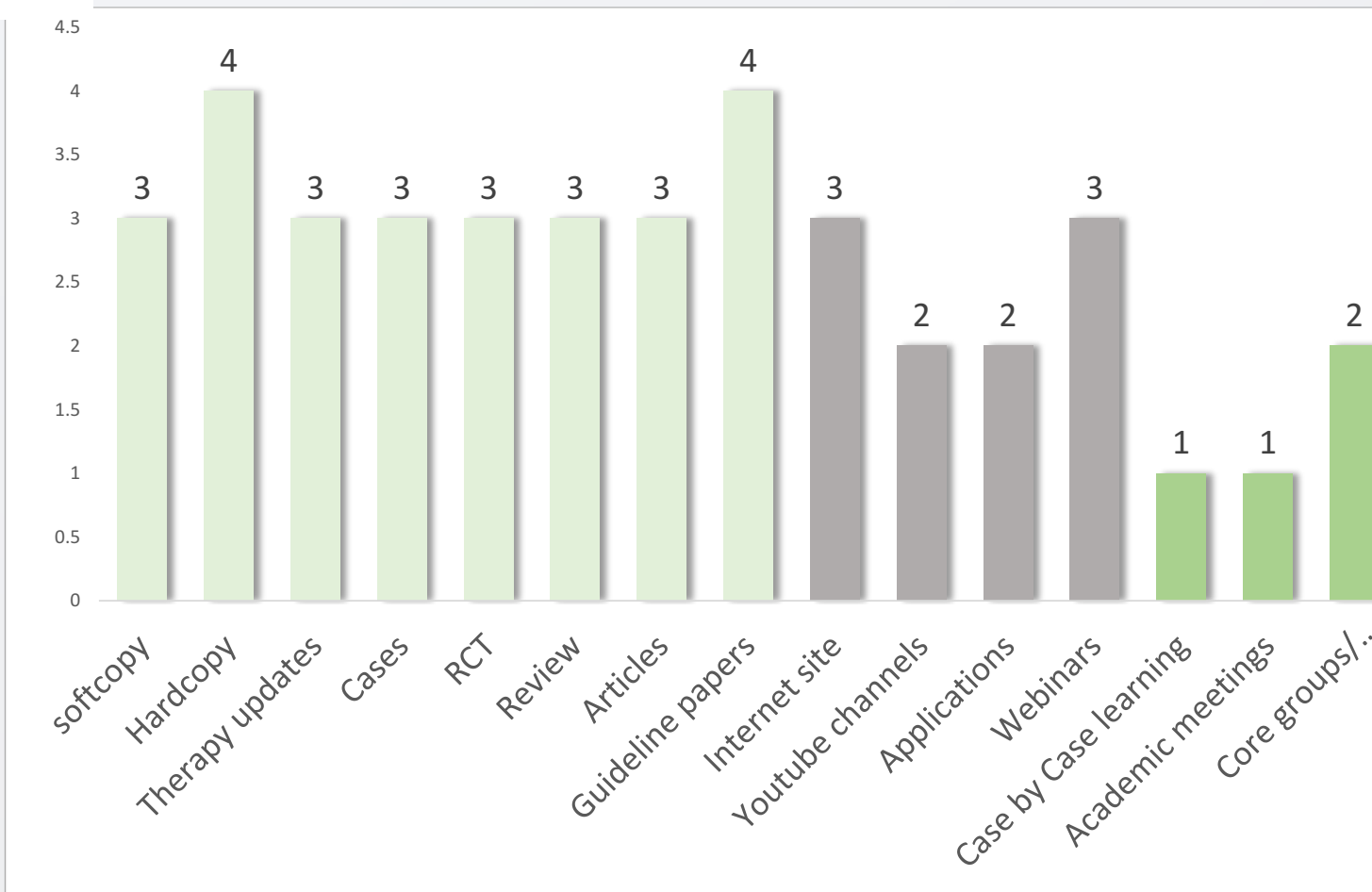
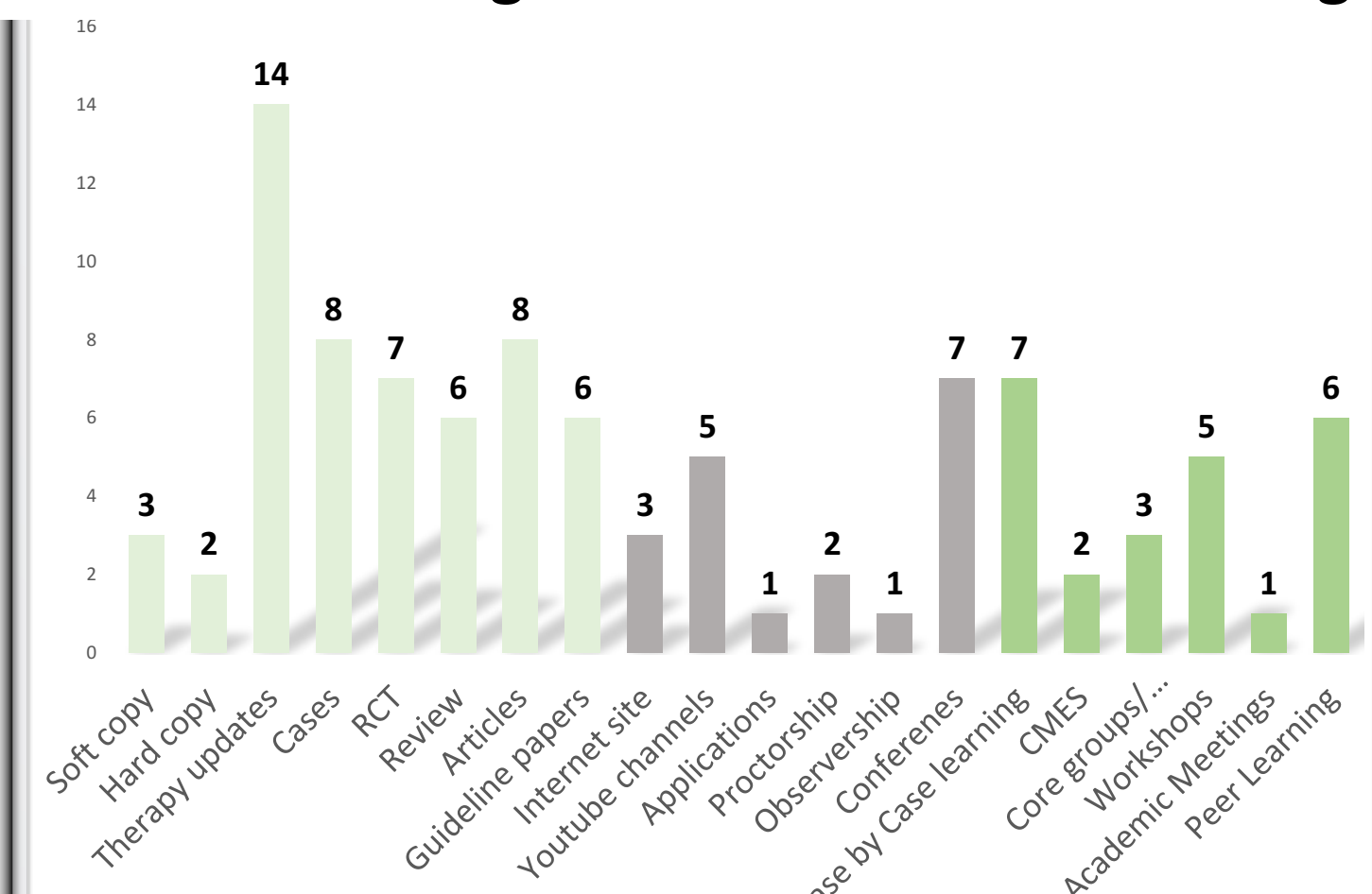
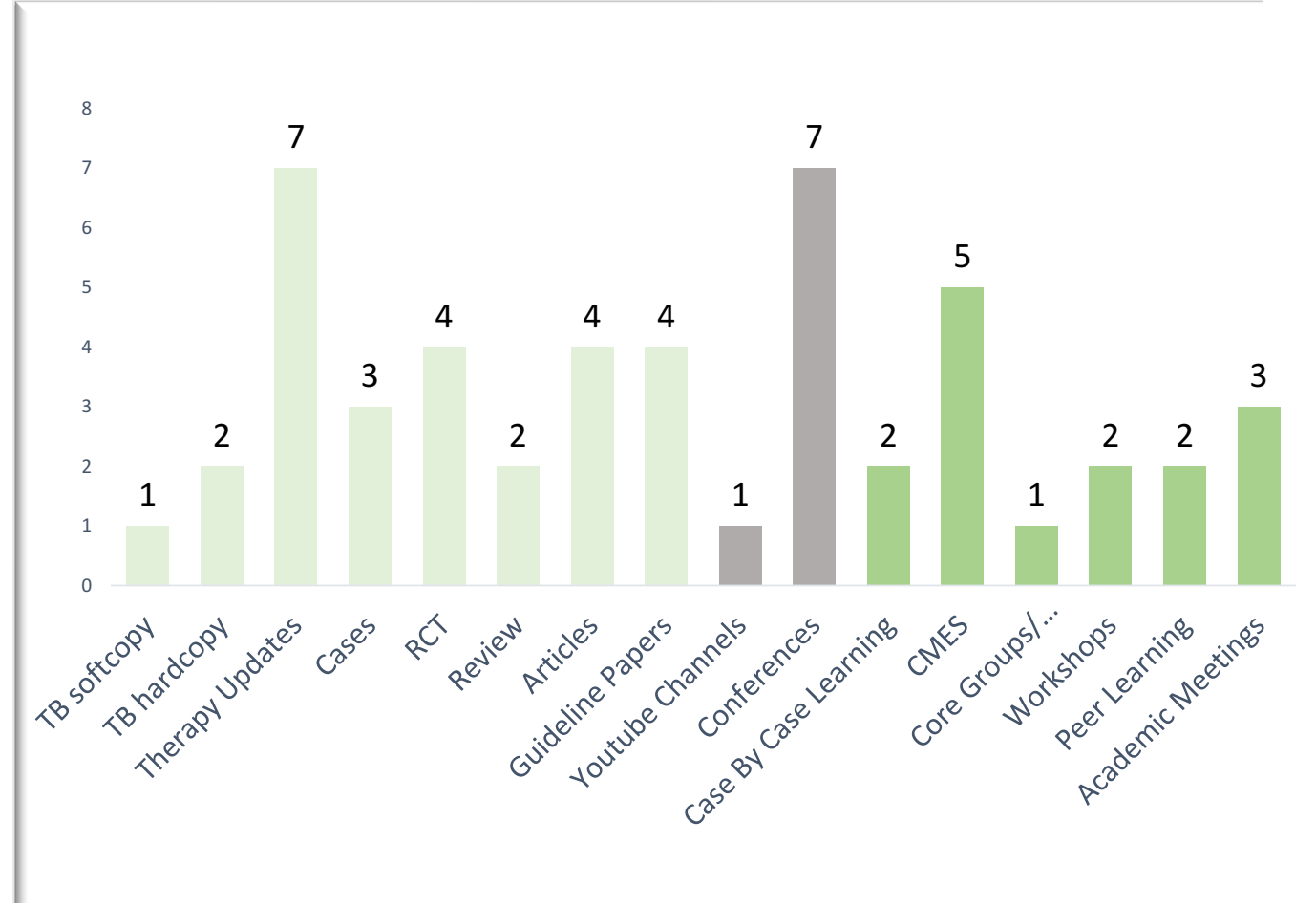
- Conducting robust primary research:** It was through this project that I truly performed a robust data collection as well as understood and overcame all on field challenges.
- Enhanced soft skills:** I have learnt to efficiently communicate, empathetically understand problems, professionally build networks & think creatively to provide solutions.
- Life skills:** I've learnt to be independent, a smart traveler and essentially learnt how to spontaneously make mindful decisions.
- The art of giving:** From Terumo's mission to contribute to society through its superior quality products to working in a familial, supportive & caring work environment; I have truly learnt and understood the *art of gratitude & giving*.

Usefulness of Internship

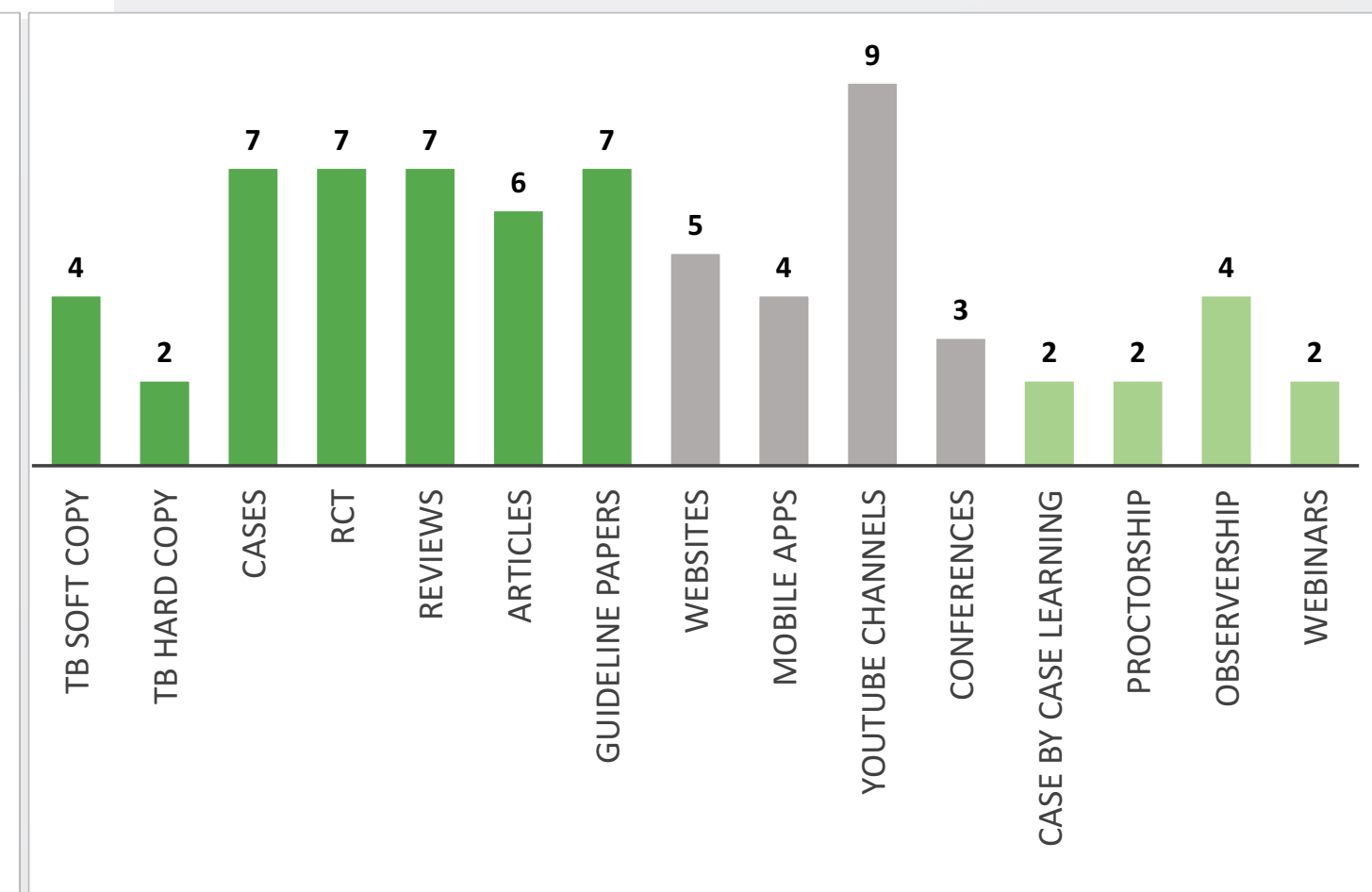
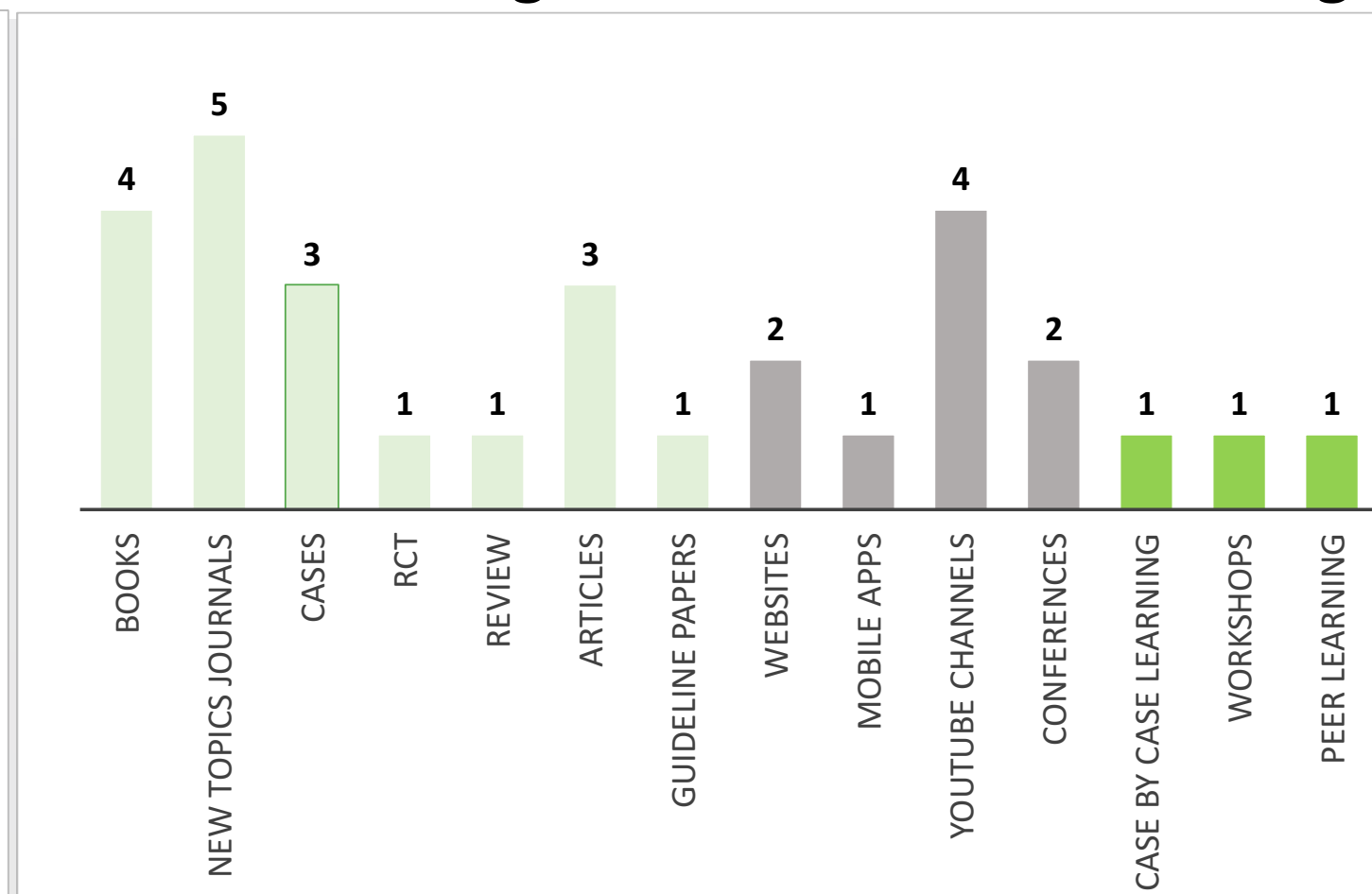
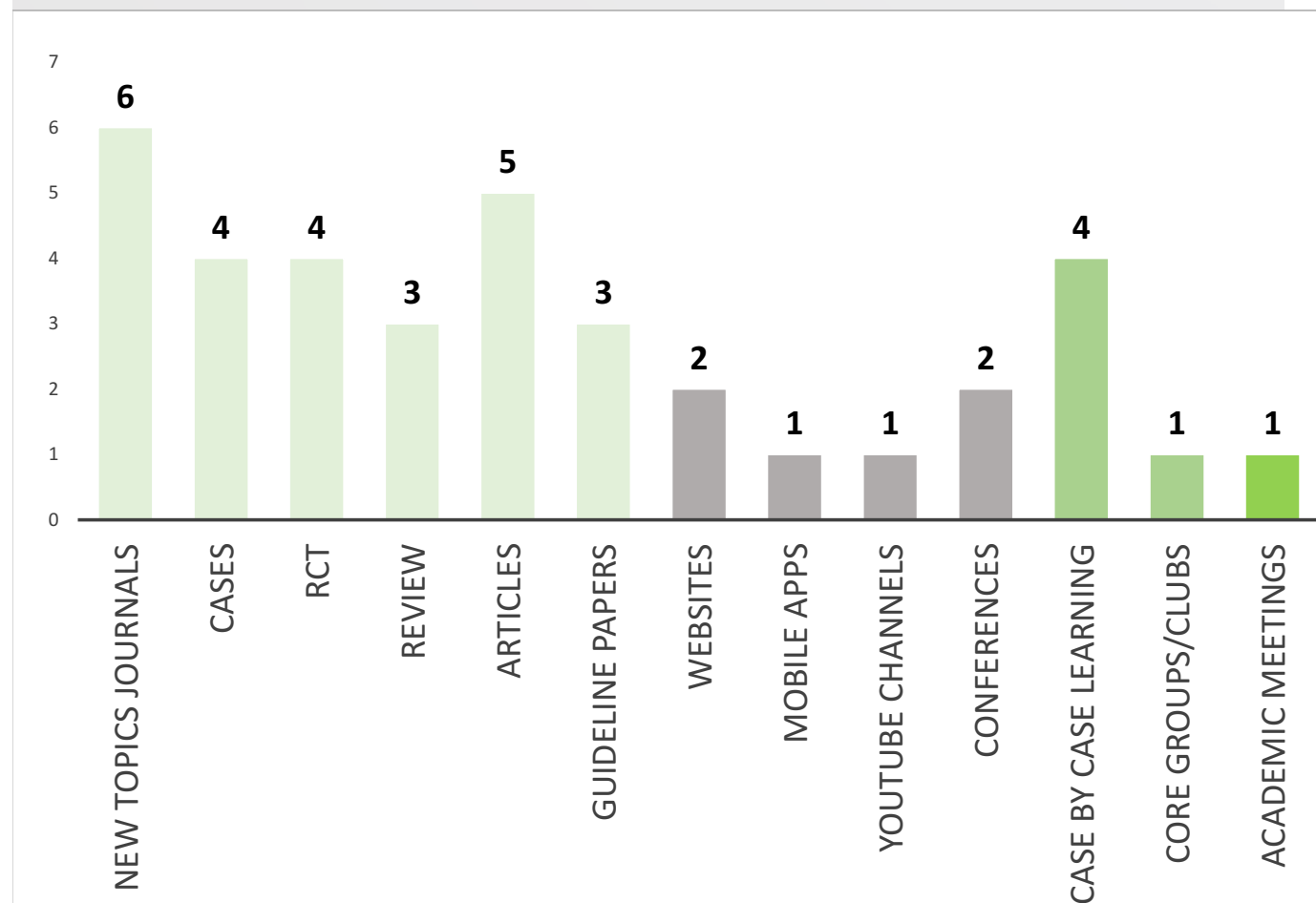
- Medical Device Industry exposure.
- Corporate exposure.
- Hands-on experience on a live industry project.
- Interacting & learning with industry experts.
- Taking corporate trips as part of primary research!

PROJECT FINDINGS

Sources of Knowledge : Interventional Cardiologists



Sources of Knowledge : Interventional Radiologists



Theoretical knowledge- stepping stone to my practical exposure

- Theoretical knowledge learnt at IIHMR, has laid a strong fundamental foundation for me which enabled me to perform confidently on my internship.
- Theory in terms of statistics, understanding economics, marketing and finance acted as an integral component for me to analyze derived data.
- Theoretical knowledge gave me a deeper understanding of all the concepts that I could practically apply and understand the reasons behind.

THEORY VS PRACTICAL

Practically:

- Identify the case/need/problem that exists real time
- Perform primary research, Find evidence (on our own) with the help of the team.
- Analyze , condense & filter out the collected data.
- Strategize & provide sustainable solutions – all based on your findings and analysis.

Theoretically:

we are mostly provided with a hypothetical problem, some research/ rely on secondary research and provide solutions without anticipating an impact.

