

INTERNSHIP REPORT

Submitted to



The IIHMR University, Jaipur

For the partial fulfillment for the award of the degree of Master of Business
Administration (MBA)

in

Pharmaceutical Management

by

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Under the Supervision and Guidance of

Surabhi Labde, PharmACE Analytics (Reporting Manager)

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TO WHOMSOEVER IT MAY CONCERN

This is to certify that, **Mohd. Moonis**, student of IIHMR University, Jaipur has completed his internship with **PharmaACE Analytics LLP** during the period of **March 22, 2022 to June 19, 2022**. During his internship he worked with the Forecasting department and has successfully worked on the project; **A Market Investigation of NSCLC Drugs in India**.

We wish him every success in life.



Gargi Agrawal
Executive – Corporate Communications
PharmaACE

Introduction

I, Mohd Moonis found a great opportunity when I got placed at PharmaACE Analytics Pvt Ltd, a reputed Pharmaceutical Consulting company with an enviable list of clientele. I was extremely privileged that the organization allowed me to spend my internship period as part of the organization and completed 3 months of a fulfilling adventure which not only nurtured my brain and taught me skills, but also made me experience my first taste of corporate life. I found it to be a different ballpark altogether. Gone was the ease and relaxed environment of the college. This was the real world, with real responsibilities and client facing roles.

I consider myself privileged to be a part of PharmaACE because at this crucial juncture of my professional career, I found able and understanding mentors in Srinivas Kaushik, and later Surabhi Labde, my reporting managers who made the job easy for me, and gave me confidence about my abilities. As an organization, it is very welcoming and warm, with everyone ready to help and guide me through my way.

Talking about my role, I found myself a part of the forecasting team, specifically US Global Lumakras team. Lumakras is a targeted therapy for advanced stage metastatic NSCLC (Non-small cell lung cancer), for patients who show mutation in KRAS gene, specifically KRAS G12C mutation, and have had a prior line of treatment. Lumakras is the first such product to be approved by the US FDA in the United States which makes it the first in-class product of this class. It is a very exciting time for KRAS mutated NSCLC patients who will finally have a treatment for their genetically mutated NSCLC.

I got to learn about different forecasting models for this product, spanning various indications, and dealt with various client deliverables. I quickly got habituated to the whole process and enjoyed the learning curve.

Objectives of Internship

- To become a part of the forecasting team of the client Amgen,
- To understand the basic pathology and treatment mechanisms around NSCLC.
- To join the global Lumakras team of Amgen and assist with daily deliverables.
- To take up a client facing role and to interact with the client on a daily basis.

Organizational Profile



PharmaACE Analytics Pvt Limited is a Pharmaceutical Consulting company established in the year 2013. It is a privately owned company and is classified as 'company limited by shares'. Company's authorized capital stands at Rs 1.0 lakhs and has 100.0% paid-up capital which is Rs 1.0 lakhs.

It has a wide variety of clients including pharmaceutical companies from US, Canada, Germany etc. The current director of the company is Harjot Singh.

PharmaACE India office is located in Hinjewadi, Pune and in United States it is located in Princeton. The Germany office is located in Frankfurt and Canada office in Mississauga.

The company majorly works in forecasting, consulting, market research, consulting and training.

The current COO (Chief Operating Officer) of the company is Rohit Kumar.

The current employee strength at PharmaACE stands at about 400 people strong.

Services Provided by the Organization

As stated earlier, the company has 5 major lines of work:

1. **Forecasting:** Forecasting is the science of predicting based on historical data as well as anticipating various future events. Pharmaceutical companies require forecasting for various in-line and pipeline products. This work includes developing forecasting models for various indications of various drugs of companies, belonging to different portfolios such as oncology, immuno-oncology, CNS, Cardiovascular diseases and rare diseases etc.
2. **Analytics:** Analyzing raw data and gathering useful insights from it is an art and it's a methodical technique which enables, let's say the forecasting team to use the inputs from the analytics team such as duration of therapy curve in their forecasting model. The methodology and the statistical equation used to develop that curve will be developed by the analytics team. They also gather useful information from vast information portals and sources such as claims data to make the life of the forecasting team much easier.
3. **Primary Market Research:** It involves activities like choosing the right PMR technique, to helping the client decide what's best for them based on the analysis and insights. Market research SME's help the client navigate through it all.
4. **Consulting:** It is a wholesome process, based on the client's business needs, they combine their functional expertise in market assessments, competitive intelligence, claims and sales data analysis with their vast experience in forecasting, to provide end-to-end consulting solutions.
5. **Training:** PharmaACE's custom in-depth training framework ensures that the client's team members not only get acquainted with know-how and best practices, but also get a chance to try out their skills with the help of simulated case-studies and interactive workshops.

Key Activities/Projects Undertaken

Some key activities which I undertook during my dissertation:

- Undergoing various training modules as part of the employee training programme at PharmaACE, such as soft skills, excel, PowerPoint, subject matter expertise, storyboarding, datasets, claims data, and finally forecasting.
- Undergoing transition as part of the forecasting team of Amgen, a client of PharmaACE.
- Understanding the basic functioning behind a forecasting model, the flow of the model and how to generate forecasted numbers for gross and net revenues of a product by taking into account all the static and dynamic factors affecting it.
- Understanding the mechanism of the drug in question, Lumakras, and pathology of disease NSCLC.
- Taking up a client-facing role to deliver daily deliverables and solving problems on a daily basis through interaction.
- Completing dissertation project titled 'A MARKET INVESTIGATION OF NSCLC DRUGS IN INDIA'.

Key Learnings From the Internship

- I got valuable experience in forecasting, how to make, update and maintain the models. What are incidence based models, what are prevalence based models and how do the numbers flow? These were some fundamental questions I can answer after completion of my internship period.
- I got to polish my communication skills, especially while dealing with internationally based clients. I gained confidence in myself and my speaking skills.
- I got to learn a little bit about advanced analytics and competitive intelligence.
- I gained major corporate experience and valuable advice from my superiors.
- I learned time management and converting the downtime into something valuable. Also the prospect of writing a dissertation report along with working a job was challenging and made me a lot more capable.
- I gained valuable insights into the lung cancer market.