

Internship Report

Submitted



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By

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INTERNSHIP REPORT

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Topic: Market Insights and Future Trends for Advanced Wound Care Products in India

Introduction

The advanced wound care market in India is witnessing significant growth due to the increasing prevalence of chronic wounds, diabetes, and an aging population. Advanced wound care products, such as hydrocolloids, alginates, foam dressings, and antimicrobial dressings, offer better patient outcomes by promoting faster healing, reducing infection risks, and enhancing comfort. This report presents a comprehensive market assessment of advanced wound care products in India, focusing on current market trends, key players, challenges, and opportunities for growth.

Objective of Internship

To evaluate the current market landscape of advanced wound care products in India, identify key trends and challenges, and provide strategic recommendations for market penetration and growth, ultimately improving patient care outcomes.

Organizational Profile

Fibroheal Woundcare Pvt Ltd is a pioneering company specializing in advanced wound care solutions in India. Our innovative products, made from silk fibroin, are designed to provide effective and efficient healing for various types of wounds. With a strong commitment to quality and research, Fibroheal aims to revolutionize wound care in India, ensuring better patient outcomes and improved quality of life.

Key Activities/Projects Undertaken Other than Dissertation

Research and Analysis:

- **Market Analysis:** Analyzed the current market landscape for advanced wound care products, identifying key competitors, existing treatment protocols, and unmet needs in the market.
- **Cost-Effectiveness Analysis:** Investigated the potential cost-effectiveness of silk fibroin dressings compared to existing treatments, providing valuable insights for future product development and market positioning.

Data Collection and Analysis:

- **Healthcare Professional Discussions:** Discussions with healthcare professionals to gather insights into their experiences and preferences regarding advanced wound care products.
- **Patient Interviews:** Engaged with patients who have used advanced wound care products to understand their experiences and identify areas for improvement.

Development and Communication:

- **Patient Education Materials:** Developed educational materials to raise awareness about advanced wound care options and their benefits.
- **Presentations:** Prepared presentations on market findings and product potential for internal stakeholders and relevant conferences, aiming to generate interest and support.
- **Marketing Materials:** Contributed to the development of draft marketing materials highlighting the benefits of silk fibroin dressings and other advanced wound care products.

Key Learnings from Internship

During my internship at Fibroheal Woundcare Pvt Ltd, focused on the market assessment of advanced wound care products in India, I gained valuable experience in several areas:

- **Deepened Understanding of Advanced Wound Care:** Gained comprehensive knowledge about the various advanced wound care products, their mechanisms, and their impact on patient outcomes, highlighting the significant unmet medical need in this area.
- **Market Research and Analysis:** Learned about existing treatment options, competitor landscape, and potential market opportunities for advanced wound care products, emphasizing the importance of considering commercial viability alongside clinical efficacy.
- **Data Analysis Skills:** Developed skills in data collection techniques, statistical analysis methods, and drawing meaningful conclusions from data through activities like healthcare professional and patient interviews.
- **Communication and Presentation Skills:** Enhanced my ability to effectively tailor information to different audiences by developing patient education materials and presenting research findings.