

Internship Report

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LUPIN DIGITAL HEALTH PVT. LTD.

INTERNSHIP REPORT

Introduction

This report details my comprehensive internship experience at Lupin Digital Health Pvt Ltd, a prominent Digital therapeutic company based in India. The internship spanned three months, during which I engaged in various projects and activities that provided deep insights into the Remote Cardiac Rehabilitation Program, particularly in the Awareness and marketing of Digital Health. This experience was invaluable in bridging the gap between theoretical knowledge and practical application in a real-world corporate environment.

Objectives of Internship

The primary objectives of my internship at Lupin Digital Health Pvt Ltd were multifaceted and designed to maximize learning and professional development:

- 1. Practical Knowledge Acquisition:** To gain hands-on experience and a deeper understanding of the digital Therapeutic, specifically focusing on the Awareness, and marketing and Implementation of Remote Cardiac Rehab Program.
- 2. Industry Insight:** To comprehend the operational dynamics of a leading Digital Therapeutic company, including its strategic decision-making processes and market positioning.
- 3. Project Contribution:** To actively contribute to ongoing projects, thereby enhancing my skills in Sales, Product and services analysis, and Marketing management.
- 4. Skill Enhancement:** To develop and refine my technical, analytical, and communication skills in a professional setting.

Organizational Profile

Lupin Digital Health Pvt Ltd, established in 2021, has quickly risen to prominence in the Digital Therapeutic industry, specializing in the development and marketing of Digital Health and Remote Cardiac Rehab through Technology Interventions. The company is dedicated to improving Cardiac illness through its range of high-quality technology, cost-effective services. Lupin Digital Health Pvt Ltd product portfolio includes Remote Cardiac Rehabilitation including

- **Digital Therapeutics Platform:** LYFE combines with Artificial Intelligence, Machine learning, and human intelligence to enhance patient clinical outcomes and act as the bridge between doctor recommendation and patient counselling, continuous vital monitoring, and therapy adherence.
- **Connected Devices:** LYFE includes FDA/CE approved devices such as blood pressure monitors, glucometers, ECG machines, pulse oximeters, and activity trackers. These devices sync with the LYFE app to provide real-time health data to patients and doctors.
- **Personalized Care:** LYFE offers Personalized care plans, health coaches, and lyfe care managers to guide patients and support cardiac patient to help in heart recovery journey.
- **Emergency Support:** It provides 24x7 emergency services including SOS for Ambulance Services.
- **Holistic Health Management:** LYFE includes features like medication reminders, teleconsultations, health coaching, and caregiver involvement to ensure comprehensive recovery care.

Lupin Digital Health mission is to deliver reliable, innovative therapeutic solutions that meet the evolving needs of the patient suffering from cardiac pain and QoL. The company's commitment to excellence and innovation is reflected in its continuous investment in Marketing, Awareness and building relationship with KOL and Patients.

Services Provided by Organization

Lupin Digital Health offers a wide range of services designed to support healthcare professionals and enhance clinical outcomes:

1. **Patient Assessment** – Assessing patient vitals and ensure them how this program is going to help your heart journey and increases the Quality of life of the patients
2. **Nutrition Counselling** – Nutrition fulfilment based on the Conditions with patient is suffering from ACS, HF, CAD
3. **Mindfulness Coach** – To treat people suffering from Anxiety and focus on stress management
4. **Cardio therapist.** – Cardio therapist for providing better exercise plan for cardiovascular patients
5. **Customer Support:** Lupin Digital Health provides extensive training and technical

support to healthcare professionals, ensuring they can effectively use the company's products.

Key Activities/Projects Undertaken Other than Dissertation

During my internship, I had the opportunity to engage in several key activities and projects, which significantly enriched my learning experience:

1. **Market Research:** I was involved in conducting detailed market research to identify trends and opportunities in the Cardiac rehab program. This research was instrumental in shaping the company's product development strategies and marketing plans.
2. **Customer Engagement:** I collaborated with the customer support team to address queries from healthcare professionals. This involved understanding their concerns, providing solutions, and gathering feedback to improve the products.

Internship Tasks and Responsibilities

My primary responsibilities included:

- Conducting market research to identify potential customers and market trends.
- Developing and implementing sales strategies to achieve targets.
- Meeting with healthcare professionals and institutions to promote our products.
- Gathering and analyzing customer feedback to improve service delivery.

Key Learnings from Internship

My internship at Lupin Digital Health was a transformative experience that provided numerous key learnings:

1. **Industry Insights:** I gained a comprehensive understanding of the Digital therapeutic and technology aid industry's dynamics, including the challenges and opportunities faced by companies in this sector. This included insights into regulatory requirements, market trends, and competitive strategies.
2. **Market Research:** I was involved in conducting detailed market research to identify trends and opportunities in the surgical technology sector. This research was instrumental in shaping the company's product development strategies and marketing plans.
3. **Customer Engagement:** I collaborated with the customer support team to address queries from healthcare professionals. This involved understanding their concerns, providing solutions, and gathering feedback to improve the products.
4. **Project Management:** I developed strong project management skills, learning how to plan, execute, and monitor projects effectively. This included managing timelines, coordinating with team members, and ensuring that project objectives were met.

5.Communication: The internship improved my communication skills, both written and verbal. I learned how to convey technical information clearly, collaborate with colleagues from different departments, and present findings to senior management

6.Problem-Solving: I faced various technical and logistical challenges during my internship, which enhanced my problem-solving abilities. I learned to approach problems systematically, analyze different solutions, and implement the most effective one.

Overall, this internship provided a solid foundation for my future career in the Digital Health field, equipping me with the knowledge, skills, and experience needed to excel.

