

Internship report

submitted at



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Introduction

This report details my internship experience at AICE Healthcare, a leading organization in ophthalmology particularly known for its areas of focus, like, dry eye treatment, innovative surgical solutions for cataract, glaucoma patients, squint, allergies, and post-op compliances. During my internship as a Territory Business Executive from April 15, 2024, I played a key role in expanding AICE's reach within the Chandigarh region, with additional responsibilities covering Shimla, Solan, and Rampur. My contributions included the conversion of Doctors who were initially non-prescribers of our products but now they started prescribing and that's how it helps to increase sales. This internship provided me with a valuable opportunity to gain firsthand experience in the ophthalmic industry and contribute to AICE Healthcare's mission of improving patient care.

Objectives of Internship

- Gain firsthand experience in the ophthalmic pharmaceutical industry.
- Develop strong communication and interpersonal skills to effectively interact with healthcare professionals.
- Enhance knowledge of ophthalmic products and their applications.
- Contribute to increased sales and market penetration of AICE Healthcare products.
- Learn the fundamentals of territory management and sales strategy development.

Organizational Profile

AICE Healthcare is a passionate organization committed to elevating patient care and practice development in the field of ophthalmology. They collaborate with over 2200 eye care professionals across India, offering insightful behavioral change initiatives and world-class practice empowerment programs to ensure superior eye care outcomes.

AICE Healthcare goes beyond product sales by focusing on influencing positive behavioral changes. They likely develop programs or resources that address common patient behaviors that can hinder successful treatment outcomes, such as medication adherence or proper eye care practices.

AICE Healthcare invests in empowering eye care professionals by offering them access to high-quality training and educational programs. Their website might mention the format of these programs (e.g., online modules, conferences, workshops) and the specific areas they cover (e.g., new product information, surgical techniques, practice management).

Services Provided by Organization

AICE Healthcare provides a comprehensive range of services to ophthalmologists and eye care professionals, including:

- **High-quality ophthalmic medications:** AICE offers a diverse portfolio of ophthalmic products focused on various eye conditions. During my internship, I gained familiarity with several key brands, including COMFORTZ, ALLEVIATION, RELIVION, AZEMOX, NEPAZE, REJUMAC, BRIMAZE-T, LACRION, LOREDZ, COMFORTZ HA, AZEMOX D, and ALLEVIATION MAX.
- **Service acumen and patient empowerment:** (AICE) is dedicated to providing comprehensive support to patients by developing a wide range of educational materials. A major part of this initiative involves producing high-quality videos, wherein experienced doctors delve into various common eye concerns, share valuable preventive measures, and provide insightful answers to common patient queries. This approach is designed to enhance patient knowledge and foster a more informed and empowered patient community.
- **Continuous ECP (Eye Care Professional) Empowerment:** At AICE, we are committed to empowering eye care professionals through continuous education and development. We prioritize the ongoing enhancement of their skills and expertise by providing comprehensive training programs and interactive workshops. Our goal is to ensure that eye care professionals stay updated with the latest industry knowledge and are equipped with the necessary tools to deliver exceptional care to their patients.

Key Activities/Projects Undertaken

- **Doctor Calls:** As part of my role, a significant portion of my responsibilities involved meeting with ophthalmologists and optometrists within my specific territory. I had a primary objective of introducing them to the impressive product portfolio offered by AICE and persuading those who were not currently prescribing our products to become regular users. This task demanded effective and articulate communication, a deep understanding of our products, and the ability to establish and nurture strong, enduring relationships with the healthcare professionals.
- **Sales and Work Plan Development:** I took an active role in formulating comprehensive sales plans and work schedules specifically designed for the territory I was responsible for. This process encompassed a thorough analysis of market trends, conducting competitor research, and devising strategic approaches for targeted sales calls.
- **Service Accumen and Patient Education Projects:** I was involved in the development of educational resources for patients, which entailed conceptualizing and producing videos with doctors discussing prevalent eye issues. This experience allowed me to gain valuable insight into the specific needs of patients and reinforced the critical role of effective communication in the field of healthcare.

Key Learnings from Internship

My internship at AICE Healthcare has proven to be an invaluable learning experience, equipping me with the following key skills and knowledge:

- **Communication Skills:** Through my interactions with doctors, I was able to enhance my communication skills significantly. This experience enabled me to proficiently convey product information, attentively address concerns, and establish a strong rapport with medical professionals.
- **Technical Skills:** By acquiring extensive knowledge of ophthalmic products and their diverse applications, I significantly enhanced my technical skills.
- **Sales and Marketing:** During the process of creating sales plans and work schedules, I gained valuable insights into the intricacies of sales strategy and marketing principles within the pharmaceutical industry. This involved understanding the unique dynamics of marketing pharmaceutical products and devising sales strategies tailored to the specific needs of this industry..
- **Territory Management:** Working as a territory manager allowed me to gain valuable insights into market research, competitor analysis, and customer relationship management within a specified geographic area. I developed a deep understanding of the unique needs and preferences of the local market, conducted thorough competitor analysis to identify strengths and weaknesses, and honed my skills in building and maintaining strong relationships with customers. This experience provided me with a comprehensive view of the dynamics at play within the designated territory and helped me to make informed strategic decisions to drive business growth..
- **Ophthalmic Knowledge:** In the course of my interactions with healthcare professionals and through extensive engagement with educational resources, I have acquired a comprehensive understanding of a wide array of ophthalmic conditions and their associated treatment options. This firsthand exposure has enabled me to gain valuable insights into the field of ophthalmology and to develop a nuanced understanding of the best practices for addressing various eye-related issues.
- **Professionalism:** Working in a fast-paced environment fostered my professionalism and time management skills