

Internship Report

Submitted



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By

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INTERNSHIP REPORT

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Topic: Partnering for Pathology: A Study in Rajasthan.

Introduction

Access to high-quality pathology services is a cornerstone of effective healthcare. In Rajasthan, a diverse network of pathology labs exists, each playing a vital role in diagnosis and treatment. However, challenges such as resource limitations, geographic disparities, and the growing demand for specialized tests can hinder the service's reach and effectiveness. This internship project, titled "Strategic Synergy - Partnering for Pathology: A Study in Rajasthan," delves into the potential of strategic partnerships between these labs.

Through a comprehensive analysis of market dynamics, partnership opportunities, and stakeholder perspectives, this study aims to illuminate a path towards improved access to and quality of pathology services for the state's population. By fostering collaboration between existing labs, we can unlock a future where patients across Rajasthan benefit from a more robust and efficient pathology service network.

Objective of Internship

To investigate and analyze the potential for strategic partnerships between pathology labs in Rajasthan, aiming to improve access to and quality of pathology services for the state's population.

Organizational Profile

Bio Hubb is a bio-bank that aims to provide the highest quality processing and storage of human tissue samples for third-party research institutions. Our mission is to ensure the preservation of biological samples and their related information while facilitating research and innovation in various fields of study.

Key Activities/Projects Undertaken Other than Dissertation

1. Market Landscape:

- Rajasthan boasts a diverse network of pathology labs, with public and private entities offering varying services and capabilities.
- Data collection revealed the number, distribution, and online presence of these labs, highlighting geographic disparities in service availability.
- A competitive analysis of key players like Lal Path Labs and Dr. Lal Path Labs identified their strengths, weaknesses, and market positions.
- Population analysis of Rajasthan helped understand the potential demand for pathology services across different regions.

2. Partnership Opportunities:

- By analyzing data and conducting outreach calls, potential collaboration models emerged, such as referral networks for specialized tests and resource sharing agreements for equipment or expertise.
- Stakeholder insights revealed a strong interest in partnerships, particularly for addressing challenges like limited resources and geographic reach.

3. Challenges and Considerations:

- Stakeholder concerns regarding "franchise fatigue" and the need for local representation highlighted the importance of developing flexible partnership models.
- Legal and regulatory considerations require careful navigation for collaboration between labs.
- Feasibility assessments are crucial to ensure compatibility of infrastructure and resources between potential partners.

4. The Power of Collaboration:

- Strategic partnerships between labs hold immense potential to improve access to and quality of pathology services across Rajasthan.
- Collaboration can optimize resource utilization, expand service reach, and facilitate the adoption of new technologies, ultimately leading to better patient outcomes.

5. The Importance of Data-Driven Strategies:

- Leveraging data for market analysis, competitor identification, and population insights is essential for developing effective partnership strategies.
- Combining quantitative data with stakeholder feedback allows for a comprehensive understanding of the pathology service landscape.

Key Learnings from Internship

During my internship at BIO HUBB LPP, focused on the market assessment of pathology in Rajasthan, I gained valuable experience in several areas:

- **Market Research and Analysis:** Learned about pathology market, competitor landscape, and potential market opportunities for collaboration and expansion, emphasizing the importance of considering commercial viability alongside clinical efficacy.
- **Pitching** – Pitch various stakeholders of pathology across 50 districts in Rajasthan.
- **Data Analysis Skills:** Developed skills in data collection techniques, statistical analysis methods, and drawing meaningful conclusions from data through activities data gathering by call and websites.
- **Communication and Presentation Skills:** Enhanced my ability to effectively tailor information to different audiences by making company profile and presenting research findings.