

SUMMER INTERNSHIP PROGRAM

at

Neowinn Biotech Pvt Ltd

From 6th May 2024 to 6th July 2024

A REPORT BY

JOSHI SARTHAK SUDHIRRAO

Master of Business Administration

(Pharmaceutical Management)

2023-25

under the Mentorship of

Dr. Ratna Verma, Associate Professor





Annexure A

Completion Certification from the Organization CERTIFICATE

This is to certify that Dr./Mr./ Ms. JOSHI SARTHAK SUDHIRRAO of
PM15 (batch) of

IIHMR UNIVERSITY JAIPUR (Name of the department/institute)

has worked with our organization for his/her summer internship

from 6 MAY 2024 to 6 JULY 2024 (date). The overall
performance shown by him/her during the period was excellent. This certificate is being
issued to meet the requirements of the IIHMR University.

Date: 08/07/24

For Neowinn Biotech Pvt. Ltd.
(Signature of organization Mentor) **Director**

Name: Mohinder Singh Nagra

Designation: Director, Marketing and Sales

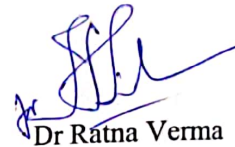
Seal/Stamp of the Organization

IIHMR University Faculty Mentor Approval

This is to certify that Mr. Sarthak Sudhirrao Joshi of academic year 2023-25 of School of Pharmaceutical Management has prepared a poster with respect to his summer internship held during May-June 2024.

He has carried out work as per the guidelines. His poster is approved for presentation.

Date: 23-07-24



Dr Ratna Verma

Associate Professor

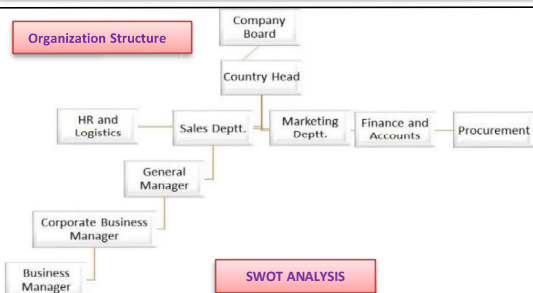
Neowinn Biotech Pvt Ltd

- Neowin Biotech is a Bangalore based, research driven company, committed towards advancing the science of neonatal nutrition. The company is backed by global experts, scientists and investors from Australia, US & India.
- Our products mirror mothers milk most closely as they contain nothing which mother milk doesn't and contain almost everything that mother milk does.
- We are the 1st Company in India to offer Clean, Specialized and Research-driven Infant Nutrition, made with globally sourced, clean ingredients, formulated under the most hygienic conditions.

VISION

To address the differentiated, distinguished needs of preterm babies in India, and beyond

Organization Structure



Strengths

- We are the 1st Company in India to offer a Healthier Infant Nutrition
- Products closely mirror mother's milk
- Our nutritional solutions are specifically designed for the preterm babies

Weaknesses

- Niche market focus
- Lower brand awareness
- Limited Manpower

Opportunity

- Potential for global market and product expansion
- Expanding online sales channels to reach a broader customer base directly.

Threats

- Intense competition from established brands
- Regulatory challenges
- Market acceptance hurdles

INTRODUCTION

- IVIG is a pooled human immunoglobulin that holds antibodies from multiple donors, which can help to neutralize the harmful bacteria and reduce inflammation in the body.
- IVIG is a medication used to treat immune deficiency. It is a form of immunoglobulin, which is a protein in the blood that helps fight infection.
- Neonatal sepsis is a severe and life-threatening infection that affects newborns, leading to high morbidity and mortality rates. IVIG has been explored as a treatment way for neonatal sepsis due to its immunomodulatory and anti-inflammatory properties.

Objectives

To assess the opinions and practices of neonatologists and pediatricians about the use of IVIG therapy in neonatal sepsis

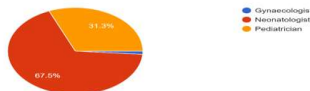
Methodology

- Study Design: A cross-sectional survey was conducted.
- Population: Neonatologists and Pediatricians from Mumbai and Pune hospitals and clinics taken part in the survey.
- Sample Size: eighty-three responses were received and analyzed.
- Data Collection: An offline questionnaire form was distributed, including questions on IVIG usage, therapeutic application, specific conditions, effectiveness, dosage, frequency, administration, adverse effect, challenges, and monitoring.

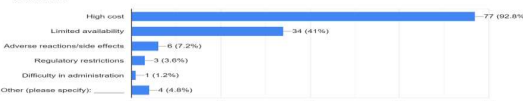
RESULT/FINDINGS

Most of the 83 respondents (37 from Mumbai, 46 from Pune) prescribe IVIG, primarily Immunorel, for neonatal sepsis and hemolytic disease at a dose of 0.5-1.0 g/kg once daily for 2-3 days.

Speciality
83 responses



What are the main challenges you face when using IVIG therapy in a neonatal setting? (Select all that apply)
83 responses



Suggestions

To enhance company growth, focus on digital marketing, market expansion, increasing manpower, and establishing a structured operational framework.

Mothers milk is best, We are Next!

Challenges

- Gaining Entry and Convincing Security and Receptionists
- Difficulty Locating Doctors
- Convincing Doctors to Participate
- Traveling via Local Transport
- Unavailable Doctors and Time Management Issues
- Incomplete or Improper Responses

Learnings:

- Enhanced Research Skills
- Improved Critical Thinking
- Strengthened Communication Skills
- Better Time Management
- Increased Technical Proficiency
- Deeper Understanding of Neonatal Care
 - This experience improved my planning skills and patience, as well as my ability to adapt to unexpected changes.



Difference Between Practical Exposure And Theoretical Work

Practical exposure emphasizes hands-on, real-world experience and adaptive problem-solving with medical professional while theoretical work focuses on research, conceptual understanding, and strategic planning based on established knowledge.

Usefulness of Internship

Throughout this journey, I have learned invaluable lessons, including the importance of building relationships, gaining insights into the neonatal segment, effective fieldwork, time management, sharp decision-making, and respectful communication with doctors.

Weekly Report 1

Name of the Organization: - Neowinn Biotech Pvt Ltd

Project of Summer Internship Programme: Finding Potential of IVIG Therapy in Neonates

Name of the student: - **Sarthak Sudhirrao Joshi**

Roll no: - 0517

Stream: - PM15 Week no: -1 From 6th May to 12th May

Activity Done	1) Secondary Research on IVIG Therapy 2) Presentation on IVIG and its Role in Neonatal sepsis 3) Prepare Questionnaire on topic Potential of IVIG therapy in Neonatal care
Linking theory (Classroom) learning with practise at your organization)	1) Research Methodology subject help me for Secondary research and Preparation of Questionnaire 2) Collage Presentation preparation by faculty
Gaps identified in the working area	Need to learn or uncover information by studying the given topic
Suggestion for improvement	Basics to be cleared. Clear understanding of the IVIG Therapy market must be known
Plan for next week	From Monday I am having field work I will cover almost all areas in the Mumbai. I must visit the Hospitals and to work on Project to find the Potential of IVIG therapy in Neonatal care mostly focus on Neonatal sepsis.

Signature of the Student

Approved by the IIHMR University's Mentor

Weekly Report 2

Name of the Organization: - Neowinn Biotech Pvt Ltd

Project of Summer Internship Programme: Finding Potential of IVIG Therapy in Neonates

Name of the student: - **Sarthak Sudhirrao Joshi**

Roll no: - 0517

Stream: - PM15 Week no: - 2 From 13th May to 19th May

Activity Done	1) Data Collection 2) Market research 3) Visit to Doctor/ hospital Working on project IVIG therapy in neonates
Linking theory (Classroom) learning with practise at your organization)	1) Pharmaceutical marketing management subject help in market research 2) Collage Pilot project on market research by faculty
Gaps identified in the working area	Need to learn or uncover information by studying the given topic
Suggestion for improvement	Basics to be cleared. Clear understanding of the IVIG Therapy market must be known. Invest in necessary resources or tools.
Plan for next week	From Monday I am having field work I will cover almost all areas in the Mumbai. I must visit the Hospitals and to work on Project to find the Potential of IVIG therapy in Neonatal care mostly focus on Neonatal sepsis.

Signature of the Student

Approved by the IIHMR University's Mentor

Weekly Report 3

Name of the Organization: - Neowinn Biotech Pvt Ltd

Project of Summer Internship Programme: Finding Potential of IVIG Therapy in Neonates

Name of the student: - **Sarthak Sudhirrao Joshi**

Roll no: - 0517

Stream: - PM15 Week no: - 3 From 20th May to 26th May

Activity Done	1) Data Collection 2) Market research 3) Visit to Doctor/ hospital Working on project IVIG therapy in neonates
Linking theory (Classroom) learning with practise at your organization)	1) Pharmaceutical marketing management subject help in market research 2) Collage Pilot project on market research by faculty
Gaps identified in the working area	Need to learn or uncover information by studying the given topic
Suggestion for improvement	Basics to be cleared. Clear understanding of the IVIG Therapy market must be known. Invest in necessary resources or tools.
Plan for next week	From Monday I am having field work I will cover almost all areas in the Mumbai. I must visit the Hospitals and to work on Project to find the Potential of IVIG therapy in Neonatal care mostly focus on Neonatal sepsis.

Signature of the Student

Approved by the IIHMR University's Mentor

Weekly Report 4

Name of the Organization: - Neowinn Biotech Pvt Ltd

Project of Summer Internship Programme: Finding Potential of IVIG Therapy in Neonates

Name of the student: - **Sarthak Sudhirrao Joshi**

Roll no: - 0517.

Stream: - PM15 Week no: - 4 From 27th May to 2nd June

Activity Done	1) Data Collection 2) Market research 3) Visit to Doctor/ hospital Working on project IVIG therapy in neonates 4) Appointments and requesting hospitals by mails
Linking theory (Classroom) learning with practise at your organization)	1) Pharmaceutical marketing management subject help in market research 2) Principles of Management and many more subjects
Gaps identified in the working area	Need to learn or uncover information by studying the given topic Irrespective behaviour with Medical Representative
Suggestion for improvement	Basics to be cleared. Invest in necessary resources or tools. Skills and Knowledge
Plan for next week	From Monday I am having field work I will cover almost all areas in the Pune. I must visit the Hospitals and to work on Project to find the Potential of IVIG therapy in Neonatal care mostly focus on Neonatal sepsis.

Signature of the Student

Approved by the IIHMR University's Mentor

Weekly Report 5

Name of the Organization: - Neowinn Biotech Pvt Ltd

Project of Summer Internship Programme: Finding Potential of IVIG Therapy in Neonates

Name of the student: - **Sarthak Sudhirrao Joshi**

Roll no: - 0517.

Stream: - PM15 Week no: - 5 From 3rd June to 9th June

Activity Done	1) Data Collection 2) Market research 3) Visit to Doctor/ hospital Working on project IVIG therapy in neonates 4) Appointments and requesting hospitals by mails
Linking theory (Classroom) learning with practise at your organization)	1) Pharmaceutical marketing management 2) Principles of Management 3) Marketing Analytics
Gaps identified in the working area	Need to learn or uncover information Communication gap Smart decision
Suggestion for improvement	Invest in necessary resources or tools. Skills and Knowledge Building Relationship
Plan for next week	From Monday I am having field work I will cover almost all areas in the Pune. I must visit the Hospitals and to work on Project to find the Potential of IVIG therapy in Neonatal care mostly focus on Neonatal sepsis.

Signature of the Student

Approved by the IIHMR University's Mentor

Weekly Report 6

Name of the Organization: - Neowinn Biotech Pvt Ltd

Project of Summer Internship Programme: Finding Potential of IVIG Therapy in Neonates

Name of the student: - **Sarthak Sudhirrao Joshi**

Roll no: - 0517.

Stream: - PM15 Week no: - 6 From 10th June to 16th June

Activity Done	1) Data Collection 2) Market research 3) Visit to Doctor/ hospital Working on project IVIG therapy in neonates 4) Appointments and requesting hospitals by mails
Linking theory (Classroom) learning with practise at your organization)	1) Pharmaceutical marketing management 2) Principles of Management 3) Marketing Analytics
Gaps identified in the working area	Need to learn or uncover information Communication gap Smart decision
Suggestion for improvement	Invest in necessary resources or tools. Skills and Knowledge Building Relationship
Plan for next week	From Monday I am having field work I will cover almost all areas in the Pune. I must visit the Hospitals and to work on Project to find the Potential of IVIG therapy in Neonatal care mostly focus on Neonatal sepsis.

Signature of the Student

Approved by the IIHMR University's Mentor

Weekly Report 7

Name of the Organization: - Neowinn Biotech Pvt Ltd

Project of Summer Internship Programme: Finding Potential of IVIG Therapy in Neonates

Name of the student: - **Sarthak Sudhirrao Joshi**

Roll no: - 0517.

Stream: - PM15 Week no: - 7 From 17th June to 23rd June

Activity Done	1) Data Collection 2) Market research 3) Visit to Doctor/ Hospital Working on project IVIG therapy in neonates
Linking theory (Classroom) learning with practise at your organization)	1) Pharmaceutical marketing management 2) Principles of Management 3) Marketing Analytics
Gaps identified in the working area	Need to learn or uncover information Communication gap Smart decision
Suggestion for improvement	Invest in necessary resources or tools. Skills and Knowledge Building Relationship
Plan for next week	From Monday I am having online work I will work on data which I collected submit project report to mentor and to work on Project to find the Potential of IVIG therapy in Neonatal care mostly focus on Neonatal sepsis.

Signature of the Student

Approved by the IIHMR University's Mentor

Weekly Report 8

Name of the Organization: - Neowinn Biotech Pvt Ltd

Project of Summer Internship Programme: Finding Potential of IVIG Therapy in Neonates

Name of the student: - **Sarthak Sudhirrao Joshi**

Roll no: - 0517.

Stream: - PM15 Week no: - 8 From 24th June to 30th June

Activity Done	1) Data analysis 2) Project report 3) Technical work 4) Marketing Analytics Working on project IVIG therapy in neonates
Linking theory (Classroom) learning with practise at your organization)	1) Pharmaceutical marketing management 2) Principles of Management 3) Marketing Analytics
Gaps identified in the working area	Need to learn or uncover information Communication gap
Suggestion for improvement	Invest in necessary resources or tools. Skills and Knowledge
Plan for Next Week	From Monday I am having online work I will work on data which I collected and make correction on final report and submit project report to mentor and to work on Project to find the Potential of IVIG therapy in Neonatal care mostly focus on Neonatal sepsis.

Signature of the Student

Approved by the IIHMR University's Mentor

ACKNOWLEDGEMENT

I would like to express by heartfelt gratitude to the management of Neowinn Biotech Pvt Ltd. For giving me this opportunity for the summer internship. I want to thank my organization mentor Mohinder Singh Nagra for providing me with this opportunity, without his support & supervision I wouldn't have completed this internship. I would like to thank my university mentor Dr Ratna Verma mam for their guidance. Throughout the internship I had learned a lot got deeper insights and it would be helpful in my professional career.

Sarthak Joshi

About Neowinn Biotech

Neowinn Biotech is a Bangalore based, research driven company, committed towards advancing the science of neonatal nutrition. The company is backed by global experts, scientists and investors from Australia, US & India.

Our products mirror mothers milk most closely as they contain nothing which mother milk doesn't and contain almost everything that mother milk does.

We are the 1st Company in India to offer Clean, Specialized and Research-driven Infant Nutrition, made with globally sourced, clean ingredients, formulated under the most hygienic conditions.

VISION

To address the differentiated, distinguished needs of preterm babies in India, and beyond

Compiled Report

Name of the Organization: - Neowinn Biotech Pvt Ltd

Project of Summer Internship Programme: Finding Potential of IVIG Therapy in Neonates

Name of the student: - **Sarthak Sudhirrao Joshi**

Roll no: - 0517.

Stream: - PM15

Activity Done	Secondary Research: • Extensive literature review on IVIG therapy and its applications in neonatal sepsis. • Analysis of existing studies and data to understand the current landscape. Data Collection: • Gathering responses from neonatologists and paediatricians through surveys. • Visiting hospitals and clinics in Mumbai and Pune to collect first-hand data. Market Research: • Studying the market for IVIG therapy, including available brands and their usage. • Understanding the demand and supply dynamics of IVIG in neonatal care. Visits to Doctors/Hospitals: • Engaging with healthcare professionals to gain insights into their practices and experiences with IVIG therapy. • Conducting face-to-face interviews and distributing questionnaires. Appointments: • Scheduling meetings with key stakeholders to discuss the research and gather their inputs. • Coordinating with hospital administrators and receptionists for smooth entry and data collection. Presentation and Questionnaire Preparation: • Developing a comprehensive questionnaire covering various aspects of IVIG therapy. • Preparing presentations to explain the study objectives and methodology to participants.
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	Data Analysis: • Using descriptive statistics to summarize the survey data. • Analysing qualitative responses for common themes and insights. Project Report Preparation: • Compiling the collected data and analysis into a detailed report. • Drafting recommendations based on the findings and identified gaps. Technical Work: • Utilizing software tools for data analysis and visualization. • Ensuring accurate and reliable representation of the data.
Linking theory (Classroom learning) with practice at your organisation	Research Methodology • Classroom Learning: Understanding different research methodologies, including qualitative and quantitative research, data collection techniques, and analysis methods. • Practical Application: Implementing a cross-sectional survey design, collecting data through questionnaires, and analysing responses using statistical methods. Pharmaceutical Marketing Management • Classroom Learning: Learning about pharmaceutical marketing strategies, market research techniques, and brand management. • Practical Application: Conducting market research for IVIG therapy, understanding brand preferences among healthcare providers, and analysing sales data to inform marketing strategies. Principles of Management • Classroom Learning: Studying management principles, including planning, organizing, leading, and controlling. • Practical Application: Applying management principles to coordinate data collection efforts, schedule appointments, manage time effectively, and ensure the project stays on track. Marketing Analytics • Classroom Learning: Learning about data analytics tools and techniques, interpreting marketing data, and making data-driven decisions. • Practical Application: analysing survey data, interpreting the results to understand market trends, and developing recommendations based on data insights.

Gaps identified on the working area.	Need to Learn or Uncover Information • Gap: Limited knowledge among healthcare providers about the latest evidence-based practices for IVIG therapy. • Solution: Conduct regular training sessions to update neonatologists and paediatricians on recent advancements and best practices. Communication Gaps • Gap: Challenges in effectively communicating the importance and benefits of IVIG therapy to healthcare providers. • Solution: Develop clear and concise communication materials, including brochures and presentations, to convey key information. Smart Decision-Making • Gap: Inconsistent decision-making regarding IVIG therapy administration due to lack of standardized protocols. • Solution: Implement standardized protocols for IVIG administration, ensuring consistency in dosage and frequency across hospitals. Ethical and Regulatory Considerations • Gap: Insufficient ethical guidelines and regulatory frameworks specific to the use of IVIG therapy in neonates. • Solution: Collaborate with regulatory bodies to develop and enforce comprehensive ethical and regulatory guidelines for IVIG therapy in neonatal care. Access and Availability • Gap: High cost of IVIG therapy limiting its use in certain healthcare settings. • Solution: Advocate for policy changes to subsidize the cost of IVIG therapy and explore alternative funding mechanisms
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Suggestions for improvement

1. Feasibility of Launching IVIG Therapy

Based on the study, it appears workable for Neowinn to launch IVIG therapy, given the following considerations:

- High Familiarity and Usage: Doctors are familiar with IVIG therapy and actively prescribe it for various neonatal conditions.
- Market Demand: There is a consistent demand for IVIG therapy, especially for conditions like haemolytic disease of the newborn and neonatal sepsis.
- Challenges to Address: NeoWinn can address existing challenges such as excessive costs and limited availability, potentially positioning itself as a competitive player in the market.

2. Analysis of Strengths and Market Gaps

- 1 g/kg: A higher dose that might be preferred for certain conditions or more severe cases.
- 400 mg/kg: This strength mentioned by doctors.
- Adjustable Dosing: Offering flexibility in dosing (e.g., 0.5 mg/kg to 1 g/kg) can cater to varying clinical requirements and physician preferences
- Most used strengths are five grams and ten grams.
- There is also use for lower doses like one gram and 2.5 grams for more tailored dosing.
- Intermediate Strengths: There appears to be a gap in the availability of intermediate strengths (e.g., 2.5 grams, 7.5 grams).
- Smaller Packaging for Neonatal Use: Smaller, more precisely dosed vials (e.g., one gram) can reduce wastage and improve dosing accuracy for infants.
- 2.5 grams and 7.5 grams: Introducing intermediate strengths can cater to specific dosing needs without requiring the opening of multiple vials, reducing wastage and cost.
- 1-gram vials: Offering smaller doses will be beneficial for NICU use, allowing precise dosing for neonates and minimizing wastage.

By providing these specific types and strengths, NeoWinn can meet the diverse needs of neonatal care providers and prove a strong presence in the market. Additionally, addressing cost and availability issues can further enhance Neowinn's competitive edge and acceptance among healthcare providers.

3. Standardized Protocols for IVIG Administration:

- Develop and implement standardized protocols for the administration of IVIG in neonatal sepsis.
- Ensure consistency in dosage (0.5 g – 1.0 g/kg) and frequency (OD for 2-3 times) across different hospitals and clinics.

4. Training and Education:

- Conduct regular training sessions for neonatologists and paediatricians on the latest evidence-based practices for IVIG therapy.
- Include information on the various conditions treated with IVIG, such as Kawasaki disease, thrombocytopenia, and haemolytic disease of the newborn.

5. Monitoring and Adverse Effects Management:

- Set up a robust monitoring system to track the effectiveness and adverse effects of IVIG therapy.
- Develop guidelines for managing common adverse effects to ensure patient safety.

6. Efficacy Studies and Data Collection:

- Encourage further clinical studies to evaluate the long-term efficacy and safety of IVIG in neonatal sepsis.
- Collect and analyse real-world data to continually assess the effectiveness of IVIG therapy.

7. Improved Access and Availability:

- Work on improving access to IVIG therapy, ensuring that it is readily available in all participating hospitals and clinics.
- Negotiate with manufacturers like Reliance Life Sciences, INTAS, and others to ensure a steady supply of IVIG brands like Immunorel, Pentaglobin, Globucel, and Globugold.

8. Collaboration and Networking:

- Foster collaboration among healthcare providers to share best practices and experiences related to IVIG therapy.
- Create a network of neonatologists and paediatricians to discuss and give information on IVIG treatment protocols.

9. Focused Research on Specific Conditions:

	- Start focused research studies to understand the role of IVIG in treating specific neonatal conditions such as neonatal sepsis, breast milk jaundice and Rh isoimmunization. - Investigate the potential benefits and limitations of IVIG in these contexts to perfect treatment strategies. 10. Engage in Multicentre Trials: - Conduct multicentre trials to gather comprehensive data on the use of IVIG in neonatal sepsis. - Ensure diverse participation from hospitals and clinics in different regions to increase the generalizability of findings. 11. Regulatory Approvals: - Work with regulatory bodies to ease the approval of IVIG for neonatal sepsis if it is not already approved. - Ensure that guidelines and regulations are in place to support the safe and effective use of IVIG in neonatal care.
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Signature of the Student

Approved by the IIHMR University's Mentor