

SUMMER INTERNSHIP PROGRAM

at

LYVEX MEDICAL DEVICES PRIVATE LIMITED

From 06th May to 05th July

A REPORT BY

Sakshi Ajay Tamore

IIHMR-U/02/2023-25/0586

Master of Business Administration

Pharmaceutical Management

2023-25

under the Mentorship of

DR. SAURABH KUMAR BANERJEE

Associate Professor

School of Pharmaceutical Management



TO WHOMSOEVER IT MAY CONCERN

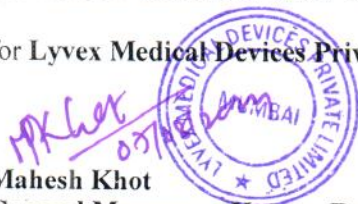
This is to certify that **Ms. Sakshi Ajay Tamore** has successfully completed her Summer Internship at Lyvex Medical Devices Private Limited from **06th May, 2024 to 05th July, 2024**.

During the summer internship **Ms. Sakshi Ajay Tamore**, has successfully completed the project titled **Understanding the Opportunities of Surgical Tissue Marker Pen Market: Assessing the Awareness and Availability in Different Socioeconomic Hospitals**

Her dedication, commitment, and performance during the internship were highly commendable. She exhibited a strong understanding of the subject matter and contributed significantly to the project.

We wish her all the best in her future endeavors.

for Lyvex Medical Devices Private Limited,


Mahesh Khot
General Manager – Human Resources

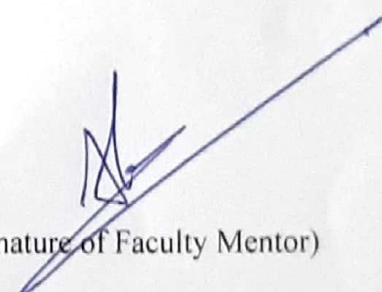
Date: 07th August 2024

IIHMR University Faculty Mentor Approval

This is to certify that **Ms. SAKSHI TAMORE** of the academic year 2023-25 of **SCHOOL OF PHARMACEUTICAL MANAGEMENT** has prepared a poster with respect to her summer internship held during May-June 2024.

She has carried out her work as per the guidelines. Her poster is approved for presentation.

Date: July 23, 2024



(Signature of Faculty Mentor)

Dr. SAURABH KUMAR BANERJEE

(Associate Professor)

IIHMR UNIVERSITY JAIPUR

HISTORY & DISCRIPTION

NEON, founded in 1982 by the Jain family, introduced its first anaesthetic products in 1984. Under Chairman & MD B.K. Jain's leadership, the company has grown significantly. Lyvex Medical Devices, an independent entity promoted by NEON, produces medical devices conforming to international standards, catering to various specialties.

VISION

To emerge as a globally respected healthcare company through strategic alliances & focus on research to develop new technologies & new products that improve the quality of life while ensuring economy and accessibility.

MISSION

To be recognized worldwide as a reliable provider of essential lifesaving medicaments and to ensure sustained growth by understanding customer needs & providing innovative solutions. To provide a work ambience that allows people to give their best & contribute towards healthier future.

PROJECT

This study aims to provide comprehensive insights into the landscape, factors influencing their adoption, usage patterns, and economic implications of surgical tissue marker to inform strategic decision-making for Lyvex Medical Devices Pvt. Ltd.

CHALLENGES

- 1. Effective communication and confidence:** Overcoming nervousness and developing confidence.
- 2. Transportation challenges:** Overcoming transportation obstacles in Palghar and Dahanu, (limited bus availability). Restricted access: Facing challenges in accessing due to restrictions on outsiders.
- 3. Excel manual data entry errors:** Dealing with time-consuming errors in manual data entry.

S W O T

Quick to respond to changes, fosters creativity

Resource constraints, limited brand recognition

Grow into new markets, strategic partnership

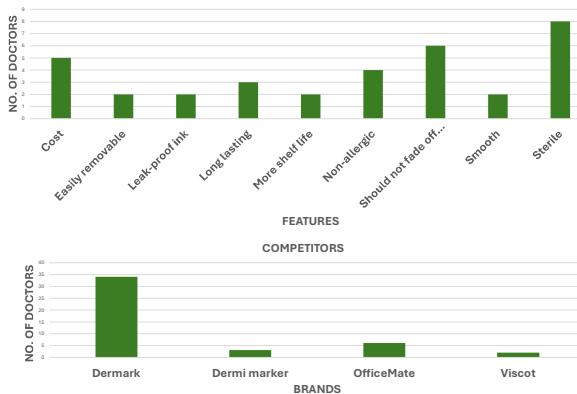
Intense competition from established players

PROJECT FINDINGS

- 1. Unique Selling Proposition:** Sterility, smudge-proof, long lasting and biocompatibility
 - 2. Target rural hospitals and doctors**
 - 3. Partner with hospital pharmacy,**
- 1. Preferred price range being 70-75+GST**
 - 2. Provide special discounts, bundled deals with other surgical supplies,**
 - 3. Value-Based Pricing**



FEATURES SURGEONS SEEK IN SURGICAL MARKER PEN



- 1. Dermark being the most preferred brand enhancing surgical precision**
- 2. For Joint replacements surgeries**
- 3. High doctor concentrations in areas like Dahisar suggest better medical infrastructures.**

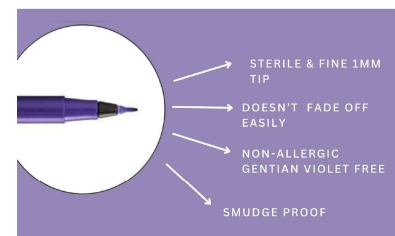
VISUAL AID

LYVEX

THE INTERNAL TISSUE MARKER

The Vivomark sterilized marker uses a biocompatible pigment for clear lines on bones and body tissue. On wet bodily surfaces, there is minimal smudging, unlike with markers using conventional smudging.

- JOINT REPLACEMENT SURGERIES
- ORTHOSCOPY
- FRACTURE FIXATION
- PLASTIC SURGERIES
- SKIN GRAFTING
- EYEBROW UPLIFT
- GENERAL SURGERIES
- ANAESTHETIC PROCEDURES



Annexure-E

Report (Weekly)

Name of the Organisation: Lyvex Medical Devices Private Limited

Area/ Department/ Project of Summer Internship Program: Marketing Department

Name of the Student: Sakshi Ajay Tamore

Roll no: 0586

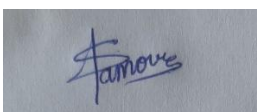
Stream: Pharmaceutical MBA

Week no: 1

From: 06th May to 10th May 2024

Activity Done	• Day 1: Mahesh Khot sir introduced me to Neon Laboratories and Lyvex, covering their values, vision, mission, and products. Learned about Lyvex's history as Hospro, a medical device section. • Day 2: Met my mentor Subhash Gupta Sir, and learned about marketing practicalities, market research, and augmented product. They outlined internship objectives and outcomes. • Day 3: Discussed the surgical marker pen with my mentor and took detailed notes on project objectives and how to achieve them. • Day 4: Discussed surgical marker pen with my mentor and took detailed notes on project objectives and how to achieve them. • Day 5: Carried out secondary research on surgical tissue marker pens, gathering additional insights and data to inform my project.
Linking theory (Classroom learning) with practice at your organisation	• I put into practice classroom learnings on effective communication, active listening, and note-taking skills. • Demonstrated professional etiquette by maintaining a respectful tone, being punctual, and dressing appropriately.
Gaps identified on the working area.	• During the initial week, I didn't identify any major knowledge gaps or areas for improvement. Previously, Hospro was a division of Neon for medical devices. Now, Lyvex Medical Devices Private Limited is a separate sector for medical devices, promoted by Neon. Although this shift has just occurred and the hierarchy is still being established, the way they are handling interns does not make it seem like something new or in its initial stage.
Suggestions for improvement	• Th initial project phase at Lyvex Medical Devices Ltd. have been informative and well-organized. I don't have any immediate suggestions for improvement.
Plan for the next week	• Completion of secondary research and start with primary research.

Signature of the Student



Approved by the IIHMR University's Mentor

Reporting (Weekly)

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Area/ Department/ Project of Summer Internship Program: Marketing Department

Name of the Student: Sakshi Ajay Tamore

Roll no: 0586

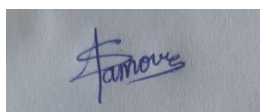
Stream: Pharmaceutical MBA

Week no: 2

From: 13th May to 18th May 2024

Activity Done	• Day 1: Conducted a comprehensive literature review on the surgical marker pens and summarized key findings. • Day 2: Designed a questionnaire to gather primary data from surgeons. • Day 3: The area assigned was Dahanu to Churchgate. Conducted surveys in Boisar to collect insights into usage patterns and preferences. • Day 4: Conducted surveys in Palghar to collect insights into usage patterns and preferences. • Day 5: Conducted surveys in remaining Palghar hospitals to collect insights into usage patterns and preferences. • Day 6: Compiled survey data from Boisar and Palghar and submitted to the mentor.
Linking theory (Classroom learning) with practice at your organisation	• Demonstrated the secondary research skills learned in class by conducting a thorough literature review, effectively synthesizing existing knowledge. • Utilized planning and time management techniques to optimize my workflow and meet deadlines. • Applied techniques in conducting fieldwork, such as direct observation, interviews, and administering surveys in diverse environments.
Gaps identified on the working area.	• Research currently focuses on direct data from healthcare professionals and hospitals. Additionally, expanding interaction with stakeholders beyond our immediate team and mentor, including other departments, external experts, and potential end-users, could provide diverse perspectives and valuable feedback for a more robust analysis.
Suggestions for improvement	• To enrich our analysis, we should incorporate broader industry trends and market dynamics by conducting secondary research on national trends in the medical device industry for surgical marker pens.
Plan for the next week	To cover Dahanu, Dahisar, and remaining hospitals of Boisar and Palghar.

Signature of the Student



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Reporting Format

(Weekly)

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Name of the Student: Sakshi Ajay Tamore

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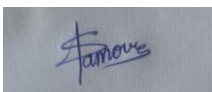
Stream: Pharmaceutical MBA

Week no: 3

From: 20th May to 25th May 2024

Activity Done	• Day 1: Conducted surveys in Dahisar to collect insights into usage patterns and preferences • Day 2: Conducted surveys in Dahisar to collect insights into usage patterns and preferences • Day 3: Conducted surveys in Dahisar to collect insights into usage patterns and preferences • Day 4: Conducted surveys in Dahanu to collect insights into usage patterns and preferences • Day 5: Conducted surveys in remaining Boisar hospitals to collect insights into usage patterns and preferences. • Day 6: Compiled and presented survey data from Boisar, Palghar, Dahanu, and Dahisar and submitted to the mentor.
Linking theory (Classroom learning) with practice at your organisation	• Used emotional intelligence to connect with surgeons, build trust, and ask the right questions, which led to honest and helpful conversations that revealed valuable knowledge and experience • Successfully presented research findings by applying data analysis and presentation skills, making complex research results easy to understand and engage with.
Gaps identified on the working area.	• There is a lack of formal mechanisms for gathering and submitting the survey data to the mentor.
Suggestions for improvement	• Implement regular reporting and feedback sessions and progress reviews to refine strategies and ensure alignment with project goals.
Plan for the next week	• To cover Dahanu, Dahisar, and remaining hospitals of Boisar and Palghar.

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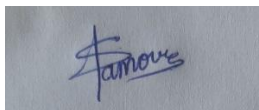
Stream: Pharmaceutical MBA

Week no: 4

From: 27th May to 01st June 2024

Activity Done	• Day 1: Conducted surveys in Borivali to collect insights into usage patterns and preferences • Day 2: Conducted surveys in Borivali to collect insights into usage patterns and preferences • Day 3: Conducted surveys in Kandivali to collect insights into usage patterns and preferences • Day 4: Conducted surveys in Malad to collect insights into usage patterns and preferences • Day 5: Conducted surveys in Bhayandar hospitals to collect insights into usage patterns and preferences. • Day 6: Compiled survey data and submitted to the mentor.
Linking theory (Classroom learning) with practice at your organisation	• Applied techniques in conducting fieldwork, such as direct observation, interviews, and administering surveys in diverse environments. • Engaged with healthcare professionals respectfully and effectively, ensuring a positive response rate and meaningful data collection. Used active listening and questioning techniques to gain deeper insights. • Used emotional intelligence to connect with surgeons, build trust, and ask the right questions, which led to honest and helpful conversations that revealed valuable knowledge and experience.
Gaps identified on the working area.	• A key challenge encountered was the unavailability of doctors during visits, underscoring the need for scheduled appointments and thoughtful timing to facilitate effective research data collection.
Suggestions for improvement	• Strategically visit the area and maximize data collection by Pre-identifying nearby surgeons and calling the hospital in advance to confirm availability.
Plan for the next week	• To cover Jogeshwari, Goregaon, Girgaon, Charni Road, Grant Road and Babulnath road.

Signature of the Student



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Reporting Format

(Weekly)

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Roll no: 0586

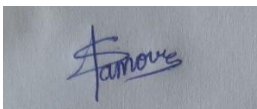
Stream: Pharmaceutical MBA

Week no: 5

From: 03rd June to 08th June 2024

Activity Done	• Day 1: Conducted surveys in Goregaon to collect insights into usage patterns and preferences • Day 2: Conducted surveys in Goregaon to collect insights into usage patterns and preferences • Day 3: Conducted surveys in Jogeshwari to collect insights into usage patterns and preferences • Day 4: Conducted surveys in Girgaon to collect insights into usage patterns and preferences • Day 5: Conducted surveys in Charni Road and Grant Road hospitals to collect insights into usage patterns and preferences. • Day 6: Compiled survey data and submitted to the mentor.
Linking theory (Classroom learning) with practice at your organisation	• Applied techniques in conducting fieldwork, such as direct observation, interviews, and administering surveys in diverse environments. • Engaged with healthcare professionals respectfully and effectively, ensuring a positive response rate and meaningful data collection. Used active listening and questioning techniques to gain deeper insights. • Used emotional intelligence to connect with surgeons, build trust, and ask the right questions, which led to honest and helpful conversations that revealed valuable knowledge and experience.
Gaps identified on the working area.	• At this stage, I have not identified any significant gaps in the fieldwork or survey processes. The activities conducted have been thorough and comprehensive, aligning well with the project's objectives and the methodologies taught in the classroom.
Suggestions for improvement	• Regular data validation will ensure the continued accuracy and reliability of the collected data. This can be achieved through consistent cross-referencing and follow-ups.
Plan for the next week	• To cover Vile parle, Andheri and Malad.

Signature of the Student



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Reporting Format

(Weekly)

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Roll no: 0586

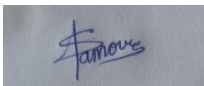
Stream: Pharmaceutical MBA

Week no: 6

From: 10th June to 14th June 2024

Activity Done	• Day 1: Conducted surveys in Andheri to collect insights into usage patterns and preferences • Day 2: Conducted surveys in Andheri and Vile Parle to collect insights into usage patterns and preferences • Day 3: Conducted surveys in Malad and Bandra to collect insights into usage patterns and preferences • Day 4: Conducted surveys in Malad to collect insights into usage patterns and preferences • Day 5: Compiled survey data and submitted to the mentor.
Linking theory (Classroom learning) with practice at your organisation	• Applied techniques in conducting fieldwork, such as direct observation, interviews, and administering surveys in diverse environments. • Engaged with healthcare professionals respectfully and effectively, ensuring a positive response rate and meaningful data collection. Used active listening and questioning techniques to gain deeper insights. • Used emotional intelligence to connect with surgeons, build trust, and ask the right questions, which led to honest and helpful conversations that revealed valuable knowledge and experience.
Gaps identified on the working area.	• During my sixth week, I collected a lot of useful data from surgeons. So decided to explore Kalyan and Thane for a better understanding.
Suggestions for improvement	• While I successfully collected a substantial amount of data, I recognize that improved time management skills would have allowed me to conduct even more interviews within the allotted time. By refining these skills, I will be able to optimize my productivity, meet deadlines, and further enhance the quality and depth of my research findings
Plan for the next week	• To cover Kalyan, Thane and Dadar .

Signature of the Student



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Reporting Format

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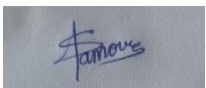
Stream: Pharmaceutical MBA

Week no: 7

From: 17th June to 22nd June 2024

Activity Done	• Day 1: Conducted surveys in Kalyan to collect insights into usage patterns and preferences • Day 2: Conducted surveys in Thane to collect insights into usage patterns and preferences • Day 3: Conducted surveys in Dadar to collect insights into usage patterns and preferences • Day 4: Compiled survey data and submitted to the mentor. • Day 5: Submitted all 70 survey forms to the organisation. Discussed the data collected with the mentor.
.Linking theory (Classroom learning) with practice at your organisation	• Applied techniques in conducting fieldwork, such as direct observation, interviews, and administering surveys in diverse environments. • Engaged with healthcare professionals respectfully and effectively, ensuring a positive response rate and meaningful data collection. Used active listening and questioning techniques to gain deeper insights. • I put into practice classroom learnings on effective communication, active listening, and note-taking skills.
Gaps identified on the working area.	• Find better ways to organize and present the data I'd collected. While I had gathered a lot of information from doctors, my current approach made it hard to access specific details and create clear reports. I need to improve my data management skills to make the most of my research.
Suggestions for improvement	• By using better data organization tools and techniques, I can keep my information organized and easily find what I need. Improving my data management and presentation skills will help me share my findings clearly and concisely, making it easier to support important decisions
Plan for the next week	• To compile and analyse the data in excel.

Signature of the Student



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Reporting Format

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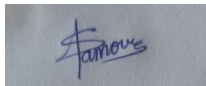
Stream: Pharmaceutical MBA

Week no: 8

From: 24th June to 28th June 2024

Activity Done	• Day 1: I performed data entry, ensuring accuracy in my Excel spreadsheet. • Day 2: Created pivot tables utilizing the data, applying appropriate fields and filters for data summarization and analysis. • Day 3: Identified and rectified errors in data formatting and pivot table configuration. • Day 4: After ensuring pivot table accuracy, I generated charts and graphs to visualize data trends and performed data analysis. • Day 5: Presented my Excel workbook to my mentor, received feedback on data visualization and analysis, and implemented suggested modifications to enhance the report.
Linking theory (Classroom learning) with practice at your organisation	• Utilized data analysis techniques to create pivot tables (Data Summarization & Visualization). • Employed problem-solving skills to debug pivot table errors (Error Correction).
Gaps identified on the working area.	• Manual error correction process, prone to mistakes and time-consuming. • Inefficient data entry process, leading to errors and duplication of effort. • Manual error correction process, prone to mistakes and time-consuming.
Suggestions for improvement	• Utilizing advanced Excel features, such as Power Pivot or Power BI, for enhanced data analysis. • Develop problem-solving skills and learn error detection and correction tools.
Plan for the next week	• Data interpretation and make a report of the entire project.

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Reporting Format

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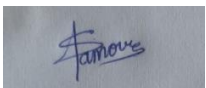
Stream: Pharmaceutical MBA

Week no: 9

From: 01st July to 05th July 2024

Activity Done	• Day 1: Started working on the report. • Day 2: Continued report development, integrating primary and secondary research findings aligned with objectives • Day 3: Enhanced report with in-depth discussion, data analysis, and visualizations generated from pivot tables • Day 4: Presented report to mentor, received feedback, and implemented suggested changes and corrections. • Day 5: Submitted the finalized report to the mentor, incorporating all recommended improvements
Linking theory (Classroom learning) with practice at your organisation	• Applied data organization skills to carefully compile research findings, ensuring all collected data was accurately recorded and easy to analyse. • Used presentation and data synthesis skills to create a report, effectively summarizing the project's objectives, research methods, and findings.
Gaps identified on the working area.	• Develop rigorous quality control skills to ensure accuracy and completeness in report submission. • Recognized the importance of improving communication skills to deliver confident and compelling presentations to senior management. By developing these skills, I will be able to present research findings more clearly, engage my audience, and respond to questions with confidence, ultimately enhancing my ability to effectively communicate insights and recommendations.
Suggestions for improvement	• Practice research skills by conducting literature reviews and data analysis. and learn to evaluate sources and identify bias or credibility issues. • Engage in public speaking and presentation exercises to build confidence and practice active listening and ask clarifying questions to ensure understanding.

Signature of the Student



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Compiled Reporting Format

Name of the Organisation: Lyvex Medical Devices Private Limited

Area/ Department/ Project of Summer Internship Program: Marketing Department

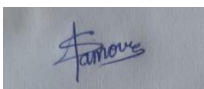
Name of the Student: Sakshi Ajay Tamore

Roll no: 0586

Stream: Pharmaceutical MBA

Activity Done	• Introduced to Neon Laboratories and Lyvex. • Conducted literature review, and designed questionnaire. • Conducted surveys in Boisar, Palghar, Borivali, Kandivali, Malad, Goregaon, Jogeshwari, Girgaon, Andheri, Vile Parle, Kalyan, Thane, Dadar. • Performed data entry, created pivot tables, and analyzed data. • Compiled report, presented to mentor, and submitted.
Linking theory (Classroom learning) with practice at your organisation	• Effective communication, active listening, note-taking. • Secondary research skills, planning, and time management. • Fieldwork techniques, data analysis and presentation, emotional intelligence. • Data analysis techniques, and problem-solving skills. • Data organization skills, presentation, and data synthesis skills.
Gaps identified on the working area.	• Expand interaction with stakeholders • Formal mechanisms for gathering and submitting survey data • Unavailability of doctors during visits • Time management skills • Data organization and presentation • Manual error correction process • Quality control skills, and communication skills.
Suggestions for improvement	• Incorporate industry trends and market dynamics • Regular reporting and feedback sessions • Pre-identify nearby surgeons and schedule appointments • Regular data validation • Improve time management skills • Improve data management skills • Utilize advanced Excel features • Practice research skills, engage in public speaking exercises

Signature of the Student



Approved by the IIHMR University's Ment

