

SUMMER INTERNSHIP PROGRAM

IIHMR UNIVERSITY JAIPUR

Internship Project: “Identifying the opportunity of different forms of “Folates” in CPs & Gynae”



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 STREAM: MBA PM15
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Brief History

Corona Remedies Pvt. Ltd., founded in 2004, enhances healthcare quality through the research, manufacturing, and marketing of high-quality pharmaceutical products. The company rapidly gained acceptance in India by focusing on innovative product development and world-class standards.

Vision

To achieve good health for every individual, society and the nation as a whole by becoming one of the top pharmaceutical companies in the world.

Mission

To be an ethical, transparent, spirited, and vibrant organization with a progressive outlook, is to make available a range of innovative, value-added and evidence-based products.

Theoretical Understanding Vs Practical Exposure

1.Hands-On Experience:

The internship at Corona Remedies provided practical exposure that highlighted real-world challenges.

2.Communication Skills:

Interacting with healthcare professionals underscores the importance of effective communication.

3.Market Research Realities:

Securing appointments and collecting consistent data revealed complexities in market research that differed from classroom scenarios.

4.Problem-Solving:

Navigating issues like appointment rescheduling and inconsistent data formats required adaptive problem-solving, bridging the gap between theory and practice.

Brief Description About Project:

During summer internship at Corona Remedies, I conducted a comprehensive market research project on folate supplements used by consultant physicians (CPs) and gynecologists.

Key activities included:

- Conducting a literature review to understand different forms of folate and their applications.
- Designing and refining questionnaires for healthcare professionals.
- Conducting surveys with healthcare professionals.
- Analyzing data using MS Excel.
- Drafting a detailed report and creating a presentation to summarize findings and recommendations.

Target Population

70
 (35 CPs, 35 Gynae)

Data Collection

Questionnaires and face-to-face interviews.

Key Insights of the Project:

- There is a significant market opportunity for various forms of folate supplements.
- Both CPs and gynecologists frequently prescribe folate in combination with Methylcobalamine, Pyridoxyl 5 Phosphate, and Iron.
- Gynecologists increasingly prefer L-Methyl Folate and Folic Acid, while consultant physicians favor Folic Acid.

Most preferred form of Folate:

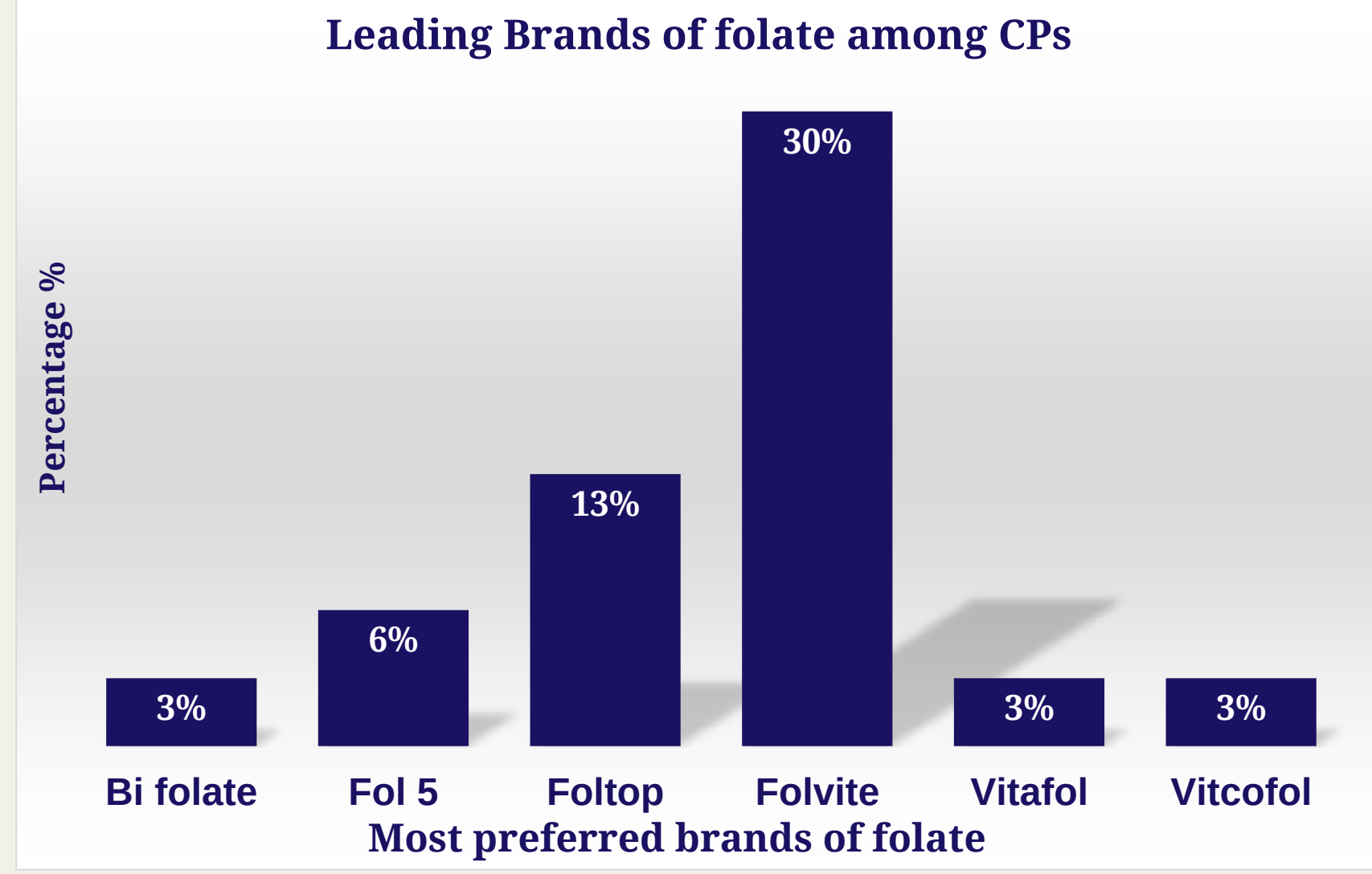
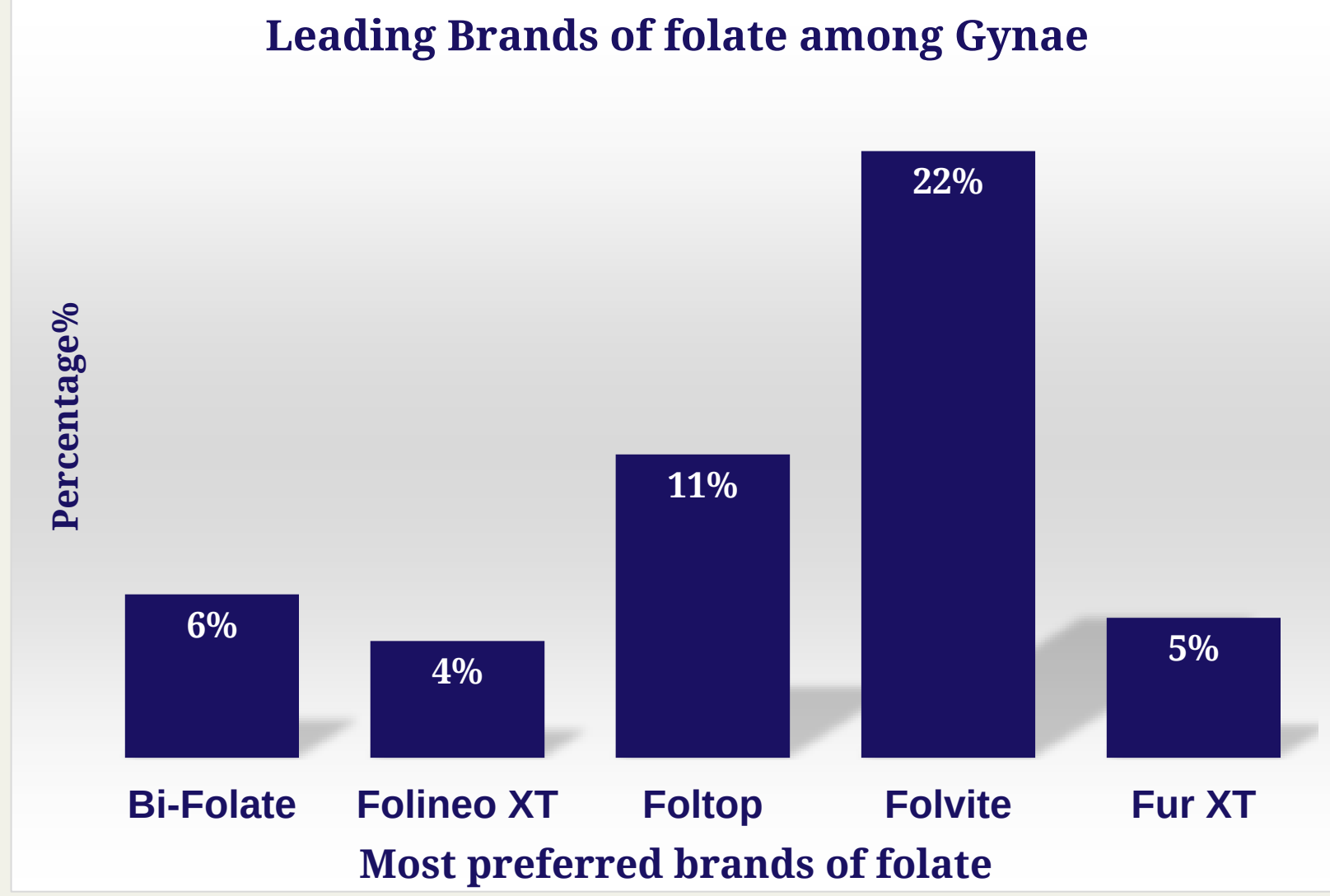
49%
 Gynae prescribe L-Methyl Folate and Folic Acid to their patients.

74%
 CPs prescribe Folic Acid to their patients.

Preferred Brands:

a) Gynecologists: Folvite, Foltop & Bi-Folate

b) Consultant Physicians: Folvite, Foltop & Fol5



Usefulness of Internship:

Skill Enhancement:	Provided hands-on experience with real-world market research, improving data analysis and communication skills.
Professional Growth:	Offered insights into industry-specific challenges and best practices, contributing to professional development.
Networking:	Facilitated interactions with healthcare professionals, expanding professional network and understanding of the field.
Practical Application:	Enabled the application of theoretical knowledge from classroom to practical scenarios, reinforcing and expanding academic learning.

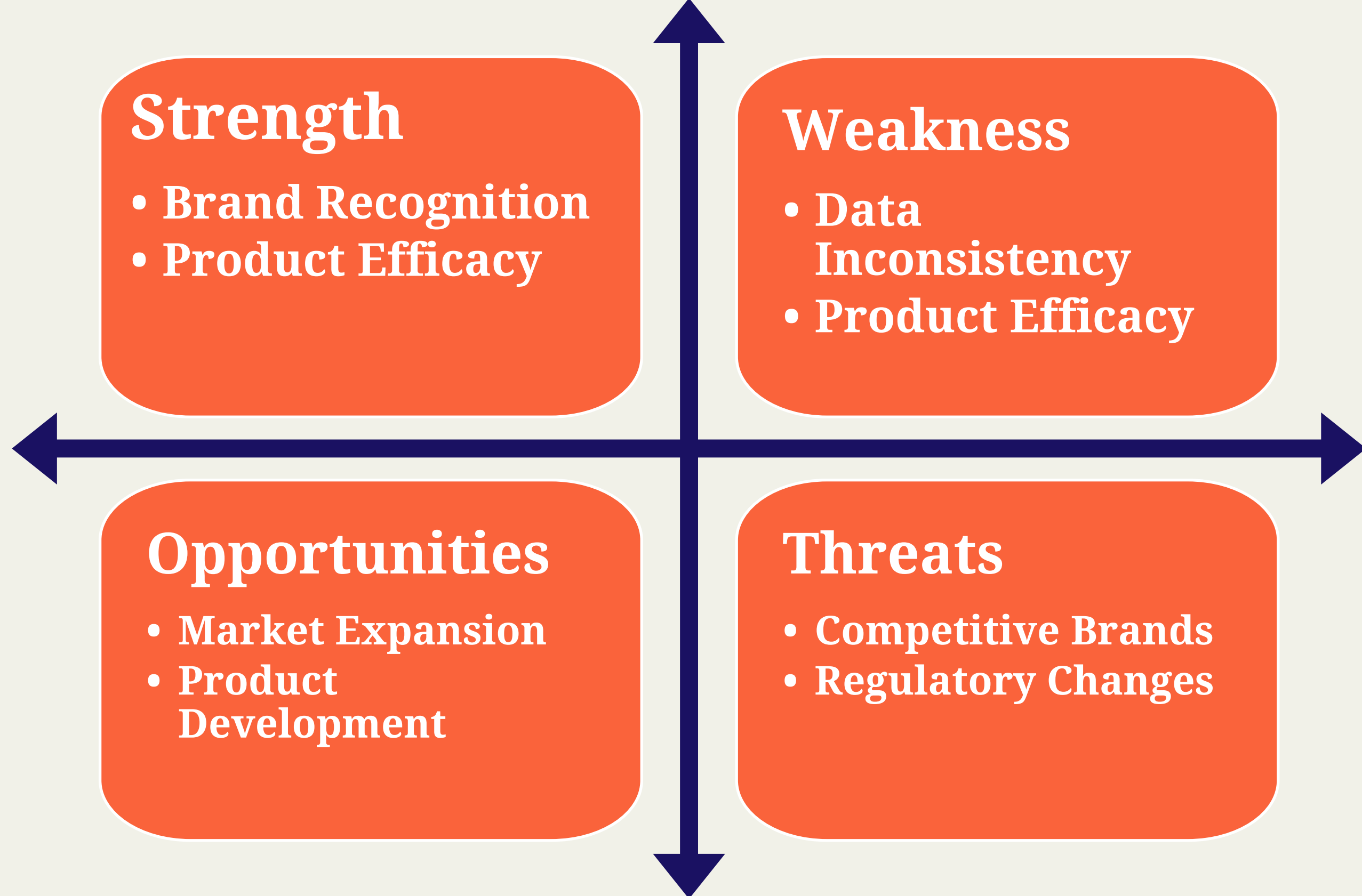
Challenges faced during Internship

- a) Difficulty securing follow-up appointments with doctors.
- b) Low response rates due to the busy schedules of healthcare professionals.
- c) Superficial insights from initial conversations.
- d) Data inconsistencies and challenges with varied Excel formats.

Learnings during Internship:

- » Improved data analysis skills through practical application.
- » Enhanced communication abilities by interacting with healthcare professionals.
- » Gained insights into the market preferences for folate supplements.
- » Developed presentation skills through preparation and delivery of reports and findings.

SWOT Analysis



Suggestions

- **Enhanced Internship Program:** Interns should be invited to the company's headquarters for two weeks to learn about the organizational work culture.
- **Communication Skills Development:** Provide training for interns on effective communication strategies to improve interactions with busy professionals and increase survey response rates.