

SUMMER INTERNSHIP PROGRAM

at

Boehringer Ingelheim

06th of May 2024 – 6th of July 2024

A REPORT BY

Mousham Kumari

Master of Business Administration

MBA in Pharmaceutical Management

2023-2025

Under the mentorship of

Himadri Sinha

Professor and Dean School of Development studies





Date September 18, 2024

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Boehringer Ingelheim India Private Ltd., Mumbai- 400079, India

Boehringer Ingelheim India Pvt. Ltd.

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Highway, Vikhroli (E)
Mumbai 400079, INDIA

Internship Completion Letter

We hereby certify that **Mousham Kumari** has successfully completed her internship program at **Boehringer Ingelheim India Pvt. Ltd** from **6th May 2024** to **6th Jul 2024**. During this period, **Mousham Kumari** has demonstrated a high level of professionalism, dedication, and competence in their assigned tasks.

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Mousham Kumari was involved in “Angels Initiative project and responsibilities, including:

- **Understanding Indian Healthcare System and Stroke Care in country – Challenges and Solutions**
- **Self-Reading & Understanding on Stroke as Disease and it's Impact on life – Sharing with Team of Angels Consultants**
- **Practical field Experience on Stroke Care with Angels Initiative Team – Capacity building of hospital staff**
- **Self-learning on Angels Initiative tools and earn Certifications.**

Her contributions have been valuable to our team, and she has shown excellent skills in **Confidence, Adaptability, planning, Time Management**. We appreciate her hard work and commitment during her time with us.

We wish **Mousham Kumari** all the best in her future endeavors.

DocuSigned by:

Prabhat Sinha

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Prabhat Kumar Sinha

Director - Public & Government Affairs

DocuSigned by:

Gaurav Gupta

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Gaurav Gupta

Lead – HRBP for Animal Health and
Corporate Functions

IIHMR University Faculty Mentor Approval

This is to certify that **Ms MOUSHAM KUMARI** of academic year 2023-25 of **SCHOOL OF PHARMACEUTICAL MANAGEMENT** has prepared a poster with respect to her summer internship held from 6th May- 6th July 2024.

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

Date: 24/07/2024

A handwritten signature in blue ink, appearing to read 'H. Sinha', with a long horizontal stroke extending to the right.

(Signature of Faculty Mentor)

HIMADRI SINHA

Professor & Dean (SDS)

IIHMR UNIVERSITY, JAIPUR

Angels Initiative

The Angels Initiative, spearheaded by Boehringer Ingelheim in collaboration with the World Stroke Organisation (WSO) and the European Stroke Organisation (ESO), is a global healthcare program. Its mission is to significantly reduce the burden of stroke. It works by collaborating with hospitals to establish them as "stroke-ready" facilities, ensuring they have the equipment, protocols, and trained staff to quickly and effectively treat stroke patients. This strives to create a global network of stroke-ready hospitals, ultimately saving lives and enhancing the quality of life for stroke survivors.

Mission

Angels Initiative's mission is to ensure our region has appropriate geographical coverage so that all stroke patients have access to the same level of care wherever they are.
Optimize the quality of care in existing stroke centers.

Vision

Our vision is to Maximize the chances of Stroke Patients surviving strokes with minimal disability.

Impact of Angels Initiative

- Increased Stroke-Ready Hospitals:** Over 1700 hospitals previously lacking stroke treatment infrastructure are now equipped, expanding access to quality care.
- Reduced Treatment Delays:** The program has facilitated a decrease in the time it takes to administer clot-busting medication by up to 37%, maximizing patient recovery potential.
- Improved Patient Outcomes:** Faster and better care translates to a higher chance of survival and reduced disability. Studies estimate the program has benefited an estimated 4.68 million people between 2016 and 2021.

Brand Positioning

- The Angels Initiative: A Powerful Brand for a Global Cause**
- The Angels Initiative stands out with a compelling brand positioning:
- Mission:** Saving lives and improving stroke outcomes through a global network of stroke-ready hospitals.
 - For Hospitals:** Provides resources and training to establish and maintain high-quality stroke care units.
 - For Patients:** Increases access to timely and effective stroke treatment, leading to improved survival rates and reduced disability.
 - For Society:** Reduces the healthcare burden associated with stroke and promotes healthier communities.

Market Trend

Increasing Focus on Digital Health:

Patient education and awareness: Develop mobile apps or online resources to educate the public about stroke symptoms and the importance of seeking immediate medical attention.

Remote training and support: Utilize online platforms to deliver training for healthcare professionals in stroke care, particularly in under-resourced settings.

Prioritizing patient-centered care: Developing communication strategies that empower patients to participate actively in their care decisions.

Leveraging Partnerships and Collaboration:

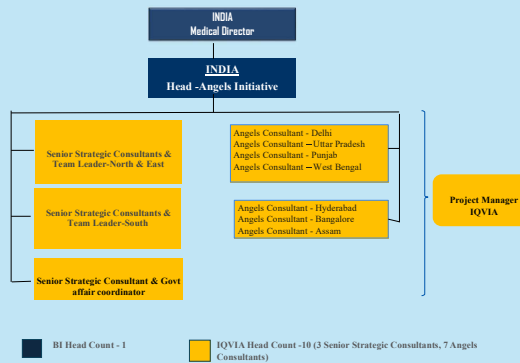
Collaboration with other healthcare organizations and government agencies to develop integrated stroke care systems.

Practical Exposure Vs Theoretical Understanding

PRACTICAL EXPOSURE	THEORETICAL UNDERSTANDING
Hands-On Experience: - Actively participated in managing a project. - This involved tasks like coordinating with partner organizations, developing timelines, and tracking project progress.	Knowledge Base: Learning foundational concepts, principles, and frameworks in brand communication and marketing strategies through mentorship and research.
Real-Time Problem Solving: There is a problem in proper communication, getting the appointment with authorized persons and lack of awareness about stroke. For that I suggestion to start an educational campaign in school & colleges.	Conceptual Frameworks: Understanding analysis methods like SWOT, PEST, and STP for strategic planning and decision-making.
Skill Application: Strategic Thinking Power-point Presentation	Analytical Skills: Problem-solving Creativity

Organization Structure

Angels Organization Structure 2024 - India



Competitor Analysis

Direct Competitor

World Stroke Organization (WSO) Safe Stroke Initiative:

Similar focus on establishing stroke care networks and promoting best practices for stroke management.

STENO (Stroke Engine for Change) Initiative:

- A global initiative focused on improving stroke care in low and middle-income countries.
- Offers training, advocacy, and capacity-building efforts, potentially overlapping with the angel's initiative in certain areas.

National Stroke Associations:

Many countries have their stroke associations that develop guidelines and resources for stroke care.

Indirect Competitor

Public Health Agencies:

Government agencies promoting stroke prevention and awareness campaigns can indirectly compete for resources or public attention.

Research Institutions:

Research focused on stroke treatment advancements may indirectly compete for funding or attention focused solely on improving stroke care delivery systems.

Telemedicine companies:

Companies offering telemedicine solutions for stroke diagnosis and initial management could be indirect competitors, impacting the traditional hospital-based approach emphasized by the Angels Initiative.

SWOT Analysis

Strength	Weakness
- Global Reach and Network: Partners with hospitals and organizations worldwide, creating a strong network for knowledge sharing and implementation. - Focus on stroke-ready hospitals - Training and education.	- Cultural adaptations: Adapting the program to different healthcare systems and cultural contexts can be challenging. - Resources limitations
Opportunity	Threat
- Technological advancements: Leverage telemedicine and digital tools to improve access to training and resources. - Partnerships: Collaborate with healthcare institutes for wider program adoption.	- Economic instability: Economic downturns can impact healthcare budgets and access to resources. - Changes in healthcare policies.

Challenges faced during the internship

Understanding the Public Healthcare Landscape: I lacked in-depth knowledge about the segment and their work, but I actively researched the stroke treatment landscape and familiarized myself with protocols.

Communication and Collaboration: While communicating & collaborating with different healthcare professionals I faced challenges but maintaining regular updates with all healthcare providers and keeping all of them on the same page I tackled this situation.

Usefulness of Internship

Marketing & Strategy: Translated marketing theory into practice by developing and implementing a campaign to reach specific target audiences and achieve program goals.

Management & Operations: Observed that how Angels Initiative manages a global network of hospitals, potentially contributing to project management, resource planning, and performance monitoring within healthcare systems.

Social Impact Strategy: Understand how to design and implement programs that not only generate business value but also create positive social and health outcomes.

Learnings during Internship

Project Management: Participating in planning, execution, and monitoring of specific Angels Initiative projects. This could involve tasks like setting deadlines and collaborating with different teams.

Healthcare Marketing: Developing marketing materials and communication strategies to promote the Angels Initiative to targeted audiences. This could involve learning about healthcare communication best practices and tailoring messages for different demographics.

Communication & Presentation Skills, Problem-solving & Critical Thinking, Leadership & Teamwork.

Conclusion

- The Angel's Initiative has significantly improved stroke care globally.
- The future lies in expanding telemedicine, data-driven approaches, and standardized protocols.
- Public awareness and patient support programs are crucial.
- Boehringer Ingelheim's commitment to innovation paves the way for a brighter future in stroke.

Suggestions/ Recommendations

Introduction of a Basic training program: As any new trainee/intern begins their journey with the organization they can be introduced to a basic training program aimed at improving efficacy.

Building an innovative environment: With the improvement of technology, new techniques can make processes faster and better, promoting creative ideas and experimentation.



Name: Mousham Kumari
ROLL No: 0533
Batch: MBA PM-15
Mentor: Himadri Sinha

Project References:



Report (Week – 1)

Name of the organization: Boehringer Ingelheim (Bangalore)

Area/ Department/ Project of Summer Internship Program: Government and Public Affairs

Name of the Student: Mousham Kumari

Roll no: 0533

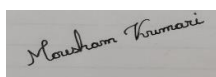
Stream: MBA Pharmaceutical Management

Week no: 1

From: 06/05/2024 to 10/05/24

Activity Done	I joined the organization on the 6th of May. Initially, there was an induction program for interns and then they gave a team introduction, after that, they introduced me to the team with whom I had to work as well. Then I was assigned to a project work named Angels Initiative in the Bengaluru region under the guidance of – Rohan Gouri sir and Priyanka Mahtre Mam. The first 3 days of my task were just to learn about the project and get a deeper knowledge of how this project works, they also enrolled me on their organizational website and allowed me to do their program-related courses which are WSO-certified.
Linking theory (Classroom learning) with practice at your organization	I completed one of their certification courses from their website and learned about the Stroke Ready Hospital, how they work, and the project and organization mission and vision they follow to achieve success in their project.
Gaps identified in the working area.	Initially, I faced a few obstacles because I was not aware of their project mission, vision, and goals. But as I continued to go through the meetings and learning process it became easier to understand.
Suggestions for Improvement	N/A
Plan for the next week	Gave a presentation about my learning process in the initial week with the whole National Angels Initiative Team.

Signature of the Student



Approved by the IIHMR University's Mentor

Report (Week-2)

Name of the organization: Boehringer Ingelheim (Bangalore)

Area/ Department/ Project of Summer Internship Program: Government and Public Affairs

Name of the Student: Mousham Kumari

Roll no: 0533

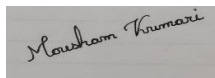
Stream: MBA Pharmaceutical Management

Week no: 2

From: 13/05/2024 to 17/05/24

Activity Done	This was the second week of my internship. As previously mentioned, I presented I had to give a presentation so for that they gave me time to prepare for the upcoming meeting and in between I also attended a few team meetings and visited a few hospitals and organizations to discuss the project, we also planned to give training to the hospital's nurses and staff as they are the primary health care providers before the arrival of the physicians.
Linking theory (Classroom learning) with practice at your organization	This week, I learned the importance of thorough preparation. I learned how to organize my thoughts, research relevant information, and create comprehensive presentations. Team collaboration, real-world application in this field. My team helped me to get familiar with the basic terminologies that are used in stroke care.
Gaps identified in the working area.	Initially, I was trying to observe their work process as I had limited learnings about the project. but after that when I started attending the meetings I also started presenting the possible ideas to succeed in this project work.
Suggestions for Improvement	They suggested I should go with the detailed case study of stroke patients and how stroke-ready hospitals worked there.

Signature of the Student



Approved by the IIHMR University's Mentor

Report (Week-3)

Name of the organization: Boehringer Ingelheim (Bangalore)

Area/ Department/ Project of Summer Internship Program: Government and Public Affairs

Name of the Student: Mousham Kumari

Roll no: 0533

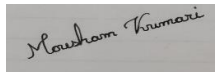
Stream: MBA Pharmaceutical Management

Week no: 3

From 20/05/2024 **to** 24/05/24

Activity Done	In the third week of my internship, the “Angels Initiative country project head visited, and before going for the meeting he discussed his pre-plans about the strategy for the project, how they will work on that, and what kind of support is required from that doctor. After that, I attended that meeting and observed their discussion about the project. Also, we had a meeting with Dr. Naveen Bhat IAS (director of the national health mission) from there we took permission for our project inauguration and discussed all the project details.
Linking theory (Classroom learning) with practice at your organization	This week I learned Strategic Planning which means pre-meeting discussion with concepts and SWOT analysis or Porter's five forces to assess the project environment. Additionally communication skills and critical thinking.
Gaps identified in the working area.	The major challenge I faced was to give minutes of meetings, as I had to give my seniors all the MOM.
Suggestions for Improvement	They suggested I get my hands free on PowerPoint presentations & strategic communication

Signature of the Student



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Report (Week-4)

Name of the organization: Boehringer Ingelheim (Bangalore)

Area/ Department/ Project of Summer Internship Program: Government and Public Affairs

Name of the Student: Mousham Kumari

Roll no: 0533

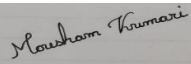
Stream: MBA Pharmaceutical Management

Week no: 4

From: 27/05/2024 to 31/05/24

Activity Done	This was the fourth week of my internship. I attended an introductory session with the entire Indian team of "Angels Initiative". The meeting started with the introduction of all the team members, which region is assigned to which regional head, and their experiences. After that they allowed me to introduce myself, so I started with my introduction and all the details that I had learned in the initial week of the internship, the insights I gained about the project, what the major things I could contribute to their team, and how my skills will work in the favour of this project and most importantly the second week was a learning period for me about the work and the basic culture of their work. what I learned about stroke treatment and training in all the programs how they are currently working in the Indian field and how they are working worldwide.
Linking theory (Classroom learning) with practice at your organization	The learnings were Business concepts to a real-world problem and decision-making processes. Taking initiative in different meetings, asking questions, and seeking their feedback
Gaps identified in the working area.	As such I did not face any major challenges this week and no gaps were identified.
Suggestions for Improvement	Should focus on strategic thinking and also, and they suggested I should gain sufficient knowledge regarding the training programs for stroke.

Signature of the Student



Approved by the IIHMR University's Mentor

Report (Week-5)

Name of the organization: Boehringer Ingelheim (Bangalore)

Area/ Department/ Project of Summer Internship Program: Government and Public Affairs

Name of the Student: Mousham Kumari

Roll no: 0533

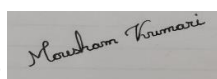
Stream: MBA Pharmaceutical Management

Week no: 5

From: 3/06/24 to 7/06/24

Activity Done	This was the fifth week of my internship, I completed a few certification courses and visited “Manipal Hospital” to write a story about a stroke patient treatment and how stroke-ready hospitals are working on that to feature on the Angels website. After the continuous updates from the hospitals and doctors, I wrote a story for the website from all the details we gathered and enquired about the stroke patients and how the “Angels Initiative’ team contributed to making the hospital stroke stroke-ready hospital and saving thousands of lives.
Linking theory (Classroom learning) with practice at your organization	This week I learned how to write a story for the website with the available data and information. I also learned real-life time management skills while working on this project.
Gaps identified in the working area.	I faced challenges in writing a story as I had never done anything like this before, and to write a story I had to research the hospital work process and the contribution of the Angels team
Suggestions for Improvement	Proficiency in Word files, along with PowerPoint.

Signature of the Student



Approved by the IIHMR University’s Mentor

Report (Week-6)

Name of the organization: Boehringer Ingelheim (Bangalore)

Area/ Department/ Project of Summer Internship Program: Government and Public Affairs

Name of the Student: Mousham Kumari

Roll no: 0533

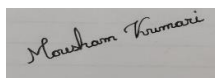
Stream: MBA Pharmaceutical Management

Week no: 6

From 10/05/2024 to 14/05/24

Activity Done	This was the sixth week of my internship; I have been deeply involved in the planning and execution of key initiatives aimed at enhancing healthcare services in Karnataka. My primary responsibilities included: Launching the Stroke Kit: Assisting in the introduction of a comprehensive stroke management kit to improve patient outcomes, Introducing Noddle Officers: Facilitating the integration of noddle officers into the healthcare system to enhance efficiency and patient care, Organizing Training and Courses: Coordinating with hospitals to start specialized training and courses, ensuring staff are well-equipped to handle the new systems and protocols.
Linking theory (Classroom learning) with practice at your organization	This week, I learned, Project Management: Gained hands-on experience in managing large-scale projects, including planning, execution, and monitoring.
Gaps identified in the working area.	As such no major challenges were faced this week.
Suggestions for Improvement	Explore the tools of PowerPoint for a better representation.

Signature of the Student



Approved by the IIHMR University's Mentor

Report (Week-7)

Name of the organization: Boehringer Ingelheim (Bangalore)

Area/ Department/ Project of Summer Internship Program: Government and Public Affairs

Name of the Student: Mousham Kumari

Roll no: 0533

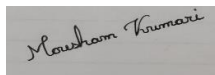
Stream: MBA Pharmaceutical Management

Week no: 7

From 17/05/2024 **to** 21/05/24

Activity Done	This was the seventh week of the week of my internship. I have completed the task, which is allotted to me, I gave a presentation to share how unique and in a better way we can present our presentation to our clients in an impactful manner. I shared all the tips and tricks to create a professional presentation, and I cleared their doubts in between the sessions, apart from that this gave them insights on elevating PowerPoint presentations for professional meetings, here I showcased unique techniques to transform slides from ordinary to impactful, design principles, impactful messaging, and avoiding information overload.
Linking theory (Classroom learning) with practice at your organization	I prepared a presentation to share how unique and in a better way we can present our presentation to our clients in an impactful manner. I shared all the tips and tricks to create a professional presentation, and I cleared their doubts in between the sessions, apart from that this gave them insights on elevating PowerPoint presentations for professional meetings, here I showcased unique techniques to transform slides from ordinary to impactful, design principles, impactful messaging, and avoiding information overload.
Gaps identified in the working area.	As such No major challenges were faced this week
Suggestions for Improvement	As the session went very well, they again scheduled an online session with me for their teammates, along with the scheduled meetings.

Signature of the Student



Approved by the IIHMR University's Mentor

Report (Week-8)

Name of the organization: Boehringer Ingelheim (Bangalore)

Area/ Department/ Project of Summer Internship Program: Government and Public Affairs

Name of the Student: Mousham Kumari

Roll no: 0533

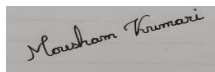
Stream: MBA Pharmaceutical Management

Week no: 8

From 24/05/2024 to 28/05/24

Activity Done	My internship was in its eighth week at this point. In addition to starting to create the SIP report for the college, I have begun working on the project report that I was given. Using Excel and PowerPoint in Word format, I have successfully and efficiently applied my talents to arrange the data acceptably, providing detailed information on each strategic management aspect.
Linking theory (Classroom learning) with practice at your organization	I learned the critical role that clear and concise communication plays in ensuring smooth operations, the learning sessions provided a deep dive into the functioning of healthcare care systems, and project management skills.
Gaps identified in the working area.	No gaps were identified while working.
Suggestions for Improvement	To learn Excel and Excel advance more.

Signature of the Student



Approved by the IIHMR University's Mentor

Report (Week-9)

Name of the organization: Boehringer Ingelheim (Bangalore)

Area/ Department/ Project of Summer Internship Program: Government and Public Affairs

Name of the Student: Mousham Kumari

Roll no: 0533

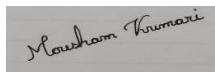
Stream: MBA Pharmaceutical Management

Week no: 9

From: 01/07/2024 to 05/07/24

Activity Done	This was the ninth week of my internship. I have almost completed working on a presentation. The SIP report for the college has been completed according to the format provided by the college. The 6 th of July was the last day of my internship, also started working on making the Poster.
Linking theory (Classroom learning) with practice at your organization	This week, I learned how to effectively use MS Word for data analysis and various pictorial and graphical representations, and the use of AI in positively saving time, interpreting all the knowledge I have acquired throughout the two months relevant to my project work.
Gaps identified in the working area.	No gaps were identified.
Suggestions for Improvement	Should get knowledge about the main area of interest before getting into any organization.

Signature of the Student



Approved by the IIHMR University's Mentor

Compiled Report

Name of the organization: Boehringer Ingelheim (Bangalore)

Area/ Department/ Project of Summer Internship Program: Government and Public Affairs

Name of the Student: Mousham Kumari

Roll no: 0533

Stream: MBA Pharmaceutical Management

Activity Done	• Week 1: Introduction and learning about the company and Angels Initiative. • Week 2: I attended a meeting with the hospitals and organizations and prepared to give stroke training to healthcare providers and physicians. • Week 3: learned to note minutes of the meeting, observation is a powerful tool, and the importance of approval. • Week 4: Learned about the team and their contribution, the basic culture of their work. • Week 5: Completed certification course and researched stroke-ready hospitals and benefitted patients to form a story for the Angels Website. • Week 6: Attended various meetings, assisting in the launch of the stroke kit, and organizing training courses. • Week 7: Completed the PowerPoint presentation on elevating PowerPoint presentations for professional meetings, showcased unique techniques, and design principles, avoiding information overload. • Week 8: Attended meetings and learning sessions and started working on the project report and SIP report for the college. • Week 9: Attended a few meetings with the hospital and completed the project report and SIP report.
Linking theory (Classroom learning) with practice at your organization	• Created detailed reports and presentations, linking academic knowledge with practical marketing and product management applications. • Utilized Excel skills for data analysis, PowerPoint presentations for business meetings, and Word files to write a story. • Applied theoretical knowledge of marketing rules strategic thinking, and communication to real-world scenarios in the Angels Initiative.
Gaps identified in the working area.	• Initially, there was a gap in practical knowledge application, particularly in public health and about the project. • There were minor gaps between attending the meetings.
Suggestions for improvement	• More practical training sessions on data analysis and PowerPoint presentations could aid in bridging the knowledge gap. • Regular feedback meetings with mentors help to make sure that the intern and the project are moving along appropriately and that I can make any necessary adjustments straight away.

Signature of the Student

Mousham Kumari

Approved by the IIHMR University's Mentor