

Summer internship project at
Passision Healthcare Solutions

(From 1 05-2024 to 1-07-2024)

A REPORT BY

Mankodi Arjav Keyur

Master of Business Administration

(Pharmaceutical Management)

2023-25

under the Mentorship of

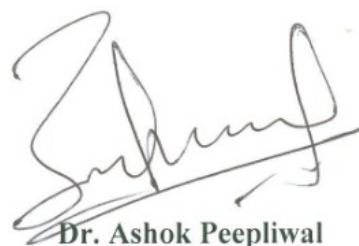
Dr. Ashok Kumar Peepliwal

IIHMR University Faculty Mentor Approval

This is to certify that **Mr.Arjav Mankodi** of the academic year 2023-25 of **SCHOOL OF PHARMACEUTICAL MANAGEMENT** Jaipur has prepared a poster with respect to her summer internship held during May-July 2024.

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

Date: 20/07/2024

A handwritten signature in black ink, appearing to read 'Dr. Ashok Peepliwal', written over a horizontal line.

Professor,IIHMR



Passision Healthcare
Solutions



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Internship Completion Certificate

Passision Healthcare Solutions

Date: 04th July 2024

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Arjav Mankodi** has completed his internship at our organisation as an Intern in the Business Development Department from 01st May to 01st July 2024. He undertook his summer internship at Passision Healthcare Solutions.

The overall performance shown by him during the period was excellent. This certificate is being issued to meet the requirements of the IIHMR University.

We wish him all the best in his future career.

Passision Healthcare Solutions LLP

Designated Partner

Dr Urvisha Ram

Founder

Passision Healthcare Solutions

PASSISION HEALTH CARE

SOLUTIONS

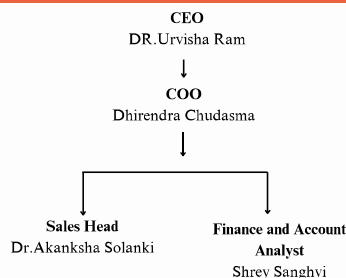
Passion Healthcare Solutions began by offering consultancy services to hospitals, CROs, and pharmaceutical companies. This approach fostered a strong network within the industry and provided them with a deep understanding of the real challenges faced by these organizations. To further refine their solution, Passion Healthcare Solutions conducted extensive market research and surveys, including dipstick studies. This data proved crucial in shaping the development of their digital solution. Leveraging this groundwork, Passion Healthcare Solutions has transitioned into the development stage, aiming to revolutionize the clinical trials industry through technological innovation.

text

MISSION

Passion Healthcare Solutions envisions a future where clinical research is revolutionized by a digital platform. This platform will foster enhanced collaboration, streamlined operations, and accelerated healthcare innovation. Ultimately, their goal is to improve patient outcomes on a global scale.

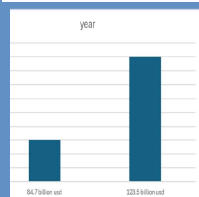
ORGANIZATION STRUCTURE



THEORITICAL VS PRACTICAL UNDERSTANDING

P1. The different phases of clinical trials.
 2. Regulatory requirements for clinical research.
 3. Design principles for user-friendly digital platforms.
 4. Data security and privacy considerations in healthcare.

1. Analyse information collected through the platform, like how many doctors are using it.
 2. Learn how CRO teams work together on projects and communicate with each other.
 3. Watch how CRO people use the platform to talk to doctors.



Blooming Digital clinical trial market :

1. Global market size : 84.7 Billion USD.
2. Expected to grow about 123.4 Billion USD by 2030 at CAGR of 6.49%.

CHALLENGES FACED DURING INTERNSHIP:

1. There's a lot of new stuff to learn, like clinical trials, regulations, and even how digital platforms work.
2. Trying to grasp complex ideas or technical stuff quickly feel overwhelming.
3. I found it tricky to find ways to use your skills and knowledge on the project.

LEARNING DURING INTERNSHIP:

1. Improved communication skills with interns team.
2. Time management
3. Teamwork: Collaborate effectively with colleagues from different backgrounds
4. Understanding the CRO-physician collaboration landscape.

USEFULNESS OF INTERNSHIP:

1. Data analysis: Turning raw data into insights for better decision-making.
2. Project management: Juggling tasks and meeting deadlines effectively.
3. Soft skills like communication, teamwork, and problem-solving skills.
4. Analysing data to understand how doctors are using the platform

OBJECTIVES

1. Type of CRO services: Clinical trial development, regulatory consulting, etc.
2. Engagement channels: Webinars, educational workshops, advisory boards, etc.
3. Awareness metrics: Website visits, content downloads, social media engagement.
4. Engagement metrics: Meeting participation, co-development projects.
5. Adoption metrics: Number of new physician clients, revenue generated.

Reporting Format (Weekly)

Name of the Organisation: Passision health care solutions

Area/ Department/ Project of Summer Internship Program: Business development on CRO-Physician engagement model.

Name of the Student: Arjav Mankodi

Roll no:0524

Stream: pharmaceutical Management

Week no: 1

From1st may to 4th may

Activity Done	1. Company overview and culture of company 2. Policies of company 3. Work assigned 4. Position assigned 1. Started working on live project of company. 2. What tactics followed by competitors reviewed. 3. What challenges can come in way and how to overcome. 4. Strategies
Linking theory (Classroom learning) with practice at your organisation	• Company Foundation: I learn about the company's background, culture, and policies, providing context for your role. • Role Definition: Understanding my assigned position and responsibilities helps you focus and contribute effectively. • Practical Application: Starting on a live project allows me to apply what I learned in training to real-world situations.
Gaps identified on the working area.	Bridging Theory and Practice Anticipatory Guidance Ongoing Support Systems Development Opportunities
Suggestions for improvement	Feedback Mechanisms

Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format

(Weekly)

Name of the Organisation: Passision Healthcare solutions

Area/ Department/ Project of Summer Internship Program: Business development on CRO-Physician engagement model.

Name of the Student: Arjav Mankodi

Roll no:0524

Stream: Pharmaceutical Management

Week no: 2

From:6th may to 10th may

Activity Done	Data Collection Data tools Data Analysis
Linking theory (Classroom learning) with practice at your organisation	• Reflect on the data analysis you performed on competitor challenges. How can you use this information to inform your business model and address potential pitfalls? • Connect the tools you researched (data collection, analysis, cleaning, management) to the practical steps involved in building and testing your model.
Gaps identified on the working area.	1. Limited Practical Application 2. Theoretical Focus
Suggestions for improvement	Theoretical knowledge should be more used and can be applied

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Reporting Format

(Weekly)

Name of the Organisation: Passision Healthcare solutions

Area/ Department/ Project of Summer Internship Program: Business development on CRO-Physician engagement model.

Name of the Student: Arjav Mankodi

Roll no:0524

Stream: Pharmaceutical Management

Week no: 3

From:13may to 18may

Activity Done	Pitch desk Development Research and Data Collection Drafting and Design Collaboration and Refinement
Linking theory (Classroom learning) with practice at your organisation	Able to find out problem, solution, market opportunity. learned about using visuals effectively (e.g., data charts, compelling images) to enhance your PowerPoint presentation.
Gaps identified on the working area.	Focus on Audience Needs
Suggestions for improvement	Clarity and Concision

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Reporting Format

(Weekly)

Name of the Organisation: Passision Healthcare solutions

Area/ Department/ Project of Summer Internship Program: Business development on CRO-Physician engagement model.

Name of the Student: Arjav Mankodi

Roll no:0524

Stream: Pharmaceutical Management

Week no: 4

From:22may to 28may

Activity Done	• Information Gathering • Analysis Framework • Competitive Analysis Report
Linking theory (Classroom learning) with practice at your organisation	Parameters (e.g., strengths, weaknesses, market positioning). Data Application
Gaps identified on the working area.	Depth of Analysis
Suggestions for improvement	Visualization Improvement in analysis

Signature of the Student

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Reporting Format

(Weekly)

Name of the Organisation: Passision Healthcare solutions

Area/ Department/ Project of Summer Internship Program: Business development on CRO-Physician engagement model.

Name of the Student: Arjav Mankodi

Roll no:0524

Stream: Pharmaceutical Management

Week no: 5

From: 3june to 7june

Activity Done	• Project Kick-off: Participated in the kick-off meeting for a new project focused on client enrolment. Defined project goals, timelines, and roles. • Software Training
Linking theory (Classroom learning) with practice at your organisation	Applied the project management principles learned in training to develop a project plan for the new project, outlining key milestones and deliverables.
Gaps identified on the working area.	Limited access to historical data needed for the project
Suggestions for improvement	Schedule a meeting with the data management team to discuss access procedures for the required historical data.

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Reporting Format

(Weekly)

Name of the Organisation: Passision Healthcare solutions

Area/ Department/ Project of Summer Internship Program: Business development on CRO-Physician engagement model.

Name of the Student: Arjav Mankodi

Roll no:0524

Stream: Pharmaceutical Management

Week no: 6

From: 10june to 14june

Activity Done	Market Research Content Creation
Linking theory (Classroom learning) with practice at your organisation	Utilized customer segmentation techniques
Gaps identified on the working area.	Need for additional design resources to create high-quality visuals for the marketing campaign.
Suggestions for improvement	Collaborate with the design team to discuss options for creating visuals for the marketing campaign.

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Reporting Format

(Weekly)

Name of the Organisation: Passision Healthcare solutions

Area/ Department/ Project of Summer Internship Program: Business development on CRO-Physician engagement model.

Name of the Student: Arjav Mankodi

Roll no:0524

Stream: Pharmaceutical Management

Week no: 7

From:17june to 21june

Activity Done	Client Meeting Team Collaboration
Linking theory (Classroom learning) with practice at your organisation	Implemented effective presentation techniques from training to deliver a clear and concise project update to the client. Implemented effective presentation techniques from training to deliver a clear and concise project update to the client.
Gaps identified on the working area.	Communication gap between different departments involved in the project.
Suggestions for improvement	Propose the implementation of a centralized communication platform

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Reporting Format (Weekly)

Name of the Organisation: Passision Healthcare solutions

Area/ Department/ Project of Summer Internship Program: Business development on CRO-Physician engagement model.

Name of the Student: Arjav Mankodi

Roll no:0524

Stream: Pharmaceutical Management

Week no: 8

From:24june to 30june

Activity Done	Report Writing Performance Review
Linking theory (Classroom learning) with practice at your organisation	Applied data analysis skills
Gaps identified on the working area.	Need for additional training opportunities in writing and communication skill to further enhance professional development.
Suggestions for improvement	Discuss training opportunities with the supervisor and identify relevant courses or workshops to develop skills in writing and communication skill.

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Compiled Reporting Format

Name of the Organisation: Passision Healthcare solutions

Area/ Department/ Project of Summer Internship Program: Business development on CRO-Physician engagement model.

Name of the Student: Arjav Mankodi

Roll no:0524

Stream: Pharmaceutical Management

Activity Done	1.Company overview and culture of company 2.Policies of company 3.Work assigned 4.Position assigned 5.Started working on live project of company. 6.What tactics followed by competitors reviewed. 7.What challenges can come in way and how to overcome. Strategies • Data Collection • Data tools • Data Analysis 1.Pitch desk Development 2.Research and Data Collection 3.Drafting and Design 4.Collaboration and Refinement • Information Gathering • Analysis Framework • Competitive Analysis Report
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	• Project Kick-off: Participated in the kick-off meeting for a new project focused on client enrolment. Defined project goals, timelines, and roles. • Software Training Market Research Content Creation Client Meeting Team Collaboration Report Writing Performance Review
Linking theory (Classroom learning) with practice at your organisation	Company Foundation: I learn about the company's background, culture, and policies, providing context for your role. • Role Definition: Understanding my assigned position and responsibilities helps you focus and contribute effectively. Application: Starting on a live project allows me to apply what I learned in training to real-world situations. • Reflect on the data analysis you performed on competitor challenges. How can you use this information to inform your business model and address potential pitfalls? • Connect the tools you researched (data collection, analysis, cleaning, management) to the practical steps involved in building and testing your model. Able to find out problem, solution, market opportunity. learned about using visuals effectively (e.g., data charts, compelling images) to enhance your PowerPoint presentation. Parameters (e.g., strengths, weaknesses, market positioning). Data Application.

	Applied the project management principles learned in training to develop a project plan for the new project, outlining key milestones and deliverables. Utilized customer segmentation techniques. Implemented effective presentation techniques from training to deliver a clear and concise project update to the client. Implemented effective presentation techniques from training to deliver a clear and concise project update to the client. Applied data analysis skills.
Gaps identified on the working area.	Bridging Theory and Practice Anticipatory Guidance Ongoing Support Systems Development Opportunities 1.Limited Practical Application 2.Theoretical Focus 3. Focus on need of audience 4. Depth of Analysis 5. Limited access to historical data needed for the project 6. Need for additional design resources to create high-quality visuals for the marketing campaign. 7. Communication gap between different departments involved in the project. 8. Need for additional training opportunities in writing and communication skill to further enhance professional development.
Suggestions for improvement	1.Theoretical knowledge should be more used and can be applied. 2. Feedback mechanism.

	3. Discuss training opportunities with the supervisor and identify relevant courses or workshops to develop skills in writing and communication skill. 4. Propose the implementation of a centralized communication platform. 5. Collaborate with the design team to discuss options for creating visuals for the marketing campaign. 6. Schedule a meeting with the data management team to discuss access procedures for the required historical data. 7. Visualization Improvement in analysis.
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