

Internship report

to



The IIHMR University, Jaipur

for the partial fulfilment for the award of the degree of Master of Business
Administration (MBA)

in

Hospital and Health Management

by

Minora Priya

Under the Supervision and Guidance of

Dr. Susmit Jain

202

Introduction

During Internship period of 2 months, I did rigorous secondary research on different healthcare sector market at Healthark Insights which is healthcare consultancy startup established in 2016 . The major project I did was on Developing Cancer patient support offering specifically targeting head and neck cancer patients. The project included understanding and analyzing burden of head and neck cancer patients, key unmet needs and challenges of head and neck cancer patients, support programs already existing in India and how to leverage these programs to make new head and neck cancer support program in India

Two month was rigorous training and learning session with lot of webinar sessions , in person training sessions with CEO of Healthark Insights Dr **Purav Gandhi** . During internship period I primarily leveraged communication skills, analytical skills, and presentation skills. As a consultant intern, I constantly worked on communication skills and understanding communicating findings, requests, statuses, etc. by teams and to clients. I consistently found myself leveraging my communication skills to adequately summarize and share important information in impactful emails, presentations and meetings

Additionally, I relied heavily on my analytical skills. While this project was not extremely quantitative, I often had to interpret client information and analyse large quantities of information in order to summarize the overall project objective and identify the necessary change enablers and communications required to support the changes. Answers are seldom just laid out for so a lot of analysis is required to arrive at the best answer. Lastly, I created many presentations that required me to understand the underlying message that I was trying to convey, and summarize the most significant details that would relay that message. Creating slides seems pretty straightforward, but presenting information in a concise (and visually appealing) manner requires a great deal of thought which I gained in 2-month internship period

Objective of Internship

- Understanding different healthcare market segments like physiotherapy , aesthetic, telemedicine , ophthalmology, oncology and immunosuppressants
- Basic understanding of smart data capturing and real time dashboard preparation of KPI under the guidance of consultants.
- Monitoring and analysing the data captured in field of healthcare.
- Used Plan-Do-check- Analyse-Improve approach to solve problem statement
- Interviews with targeted age group population who gave insights on perception, knowledge belief of cancer in India
- Secondary data collection and analysis on different healthcare market segments
- Providing stakeholders with a cohesive understanding of the different health industry outlook, considering the qualitative and quantitative industry variables
- Knowing about the key stakeholders of different projects carried out at Healtharkinsights
- Rigorous data collection, thorough statistical analysis and specialist assessments ensure that our clientele has a greater understanding of the industry space, supply chain, price fluctuations, competitive landscape, and other vital factors
- Comprehensive analysis of factors that drive and restrict the different healthcare market segment growth

Organizational Profile



A group of experts from top-tier strategy firms with a combined expertise of more than 100 years founded Healthark Insights in 2016. Healthark has assembled a team of experts from various fields over the past few years, including consulting, pharmaceuticals, medicine, medical devices, digital health, public health, and management, with the goal of serving the healthcare and life sciences industries. The team is relentlessly focused on providing solutions that can be put into action

Key success factors guiding Healthark Insights engagement with clients



Best-In-Class Talent



Robust Processes



Efficient Communication



Science & Customer-Centric
Culture



Training In Specific Nuances



Ramping Up At The Right Pace



Knowledge Retention

Key Features of Healthark's Engagement Model includes :

- Effective coverage (across time zones) as per business requirement
- Efficient and dedicated program management for each customer account
- Committed to fast turnaround with typical efforts ranging from 2-4 weeks, with improving efficiencies over time
- Support clients with end-to-end capabilities, starting with business problem, to data analysis to insights to prediction
- Agile approach and cost-efficient model ensuring value for clients

Services provided by organization

- **Strategy and research :** Supporting clients with focused strategic questions by conducted market assessments using primary and desk research and data analytics
- **Digital health :** Digital health, which includes digital care programs, is the convergence of digital technologies with health, healthcare, living, and society to enhance the efficiency of healthcare delivery and make medicine more personalized and precise
- **Model and Forecasting :** Facilitate fact-based decision making by supporting market sizing and revenue forecasting for both in-market and pipeline products
- **Real World Evidence :** Developed deep understanding around real world data; competent to perform due data diligence and analytics for commercial and medical continuum
- **Medical writing :** In-house team of physicians with expertise in the field of Scientific writing, Physician Communication, Patient educational materials, CME etc
- **Artificial Intelligence :** Assist clients for making a business decision by AI driven analysis; developed expertise in voice analysis, NLP, image analytics and IOT base analytics
- **Business Intelligence and reporting :** With business intelligence tools like power BI and tableau, Healthark creates highly interactive charts and dashboards and get it accessed
- **Claims Analytics :** Work closely with medical insurance companies, health systems and data science companies to understand & analyse the claim data

- **KOL identification and Mapping** : KOL data fetching through various authentic sources, KOL validation, and KOL prioritization for various segments and geographies

Key Activities

- Understanding different healthcare market segments like physiotherapy , aesthetic, telemedicine , ophthalmology, oncology and immunosuppressants, ocular drug market etc
- Forecasting and Modelling market size of different oncology specific drugs in the market
- Client communication and foster relationship-building
- Worked on developing my Excel capabilities
- Knowledge sharing within teams helped me become more comfortable with leveraging every teammate, regardless of level

Key Learnings

- Interpret client information and analyse large quantities of information in order to summarize the key operating problems in that specific area
- Identify the necessary change enablers and communications required to support changes in the project
- Leveraged communication skills, analytical skills, and presentation skills
- Understand different healthcare markets like ophthalmology, telemedicine, immunosuppressant and oncology
- Develop patient support offering for cancer patients focusing on areas where patient support is currently not effective and present the solution to top cancer hospital of India
- Understanding the unmet needs / demands / nuances of oncology care from the perspective of physician and patient and analyzing the areas where patient support can be provided

- Interviews with the key stakeholders in the oncology space and the oncology support space to understand the space in granular details
- Reading various research papers helped validating the information with several key data points
- Analysis of information collected from primary and secondary sources is integral to derive insights and presenting the information in holistic manner
- Deriving insights and presenting the information