

Internship at D Cube analytics



A dissertation on “MARKET ANALYSIS OF CAR-T CELL THERAPY”

Submitted by

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MBA-Hospital and Health management

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Under the guidance of

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Certificate



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Internship Certificate

This letter is to certify that **Sheegul Kaushik** has successfully completed her internship program of three months with D Cube Analytics Private Limited. Her internship tenure was from 21-Feb-2022 to 18-June-2022. She was working with Analytics Department and was actively & diligently involved in the projects and tasks assigned to her.

During the span, we found her punctual and hardworking person. Her feedback and evaluation proved that she learned keenly. Moreover, her interpersonal and communication skills are brilliant.

We wish her a bright future.

Sincerely,

.....
Vijay Nandakumar

CEO

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At last, I want to say Cheers! To all my dear batchmates for completing MBA with flying colors and lifelong relationships that we have nurtured during past two years.

Best regards,
Dr. Sheegul Kaushik

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About the organisation

In the post-pandemic world, leading Life Science Organizations are striving to manage foundational capabilities with the pursuit of innovation using data and analytics in the core of strategy. D cube analytics is a Bengaluru based and headquartered in Illinois, Switzerland, analytics consulting company which helps the healthcare and life sciences companies to manage their brands effectively across all the stakeholders. The company started its operations around 8 years ago in the healthcare industry with some of the brilliant minds coming together to help and guide brands across the sales, marketing, and marketing as well as to build their brand effectively The company aims to create disruptive products and services in the life science and healthcare field by bringing together the collective experience of 75 years in the field of it's leaders with shared passion

Company believes that if there is no context in the data then it's useless in the current digital era, where data is the new oil for the companies, company brings its expertise by adding context through the rich experience of the team D Cube build a business model to create flawless service delivery in the healthcare and life-science industry with its business domain knowledge, cutting-edge technology use and mathematical expertise to deliver the greatest and meaningful analytical solutions within the field The company aims to maximise the return on investment and achieve the business objectives of its clients faster.

Vision- To be a fully integrated Data Science Company that is a partner of choice for customers navigating to a digital future.

Different platforms of the company

Company platforms
DDS Terra- Industry grade data management purpose-built for business ownership
DDS IRIS- Data preparation is made simple with a drag and drop interface backed by a comprehensive library of pharma-specific business rules and transformations.
DDS Unity- The single window to your data ecosystem with an integrated governance process to enable data democratization while ensuring compliance.
Business Apps
DDS Customer 360- An Omni-Channel delivery platform customized to drive a measurable, effective & seamless customer-centric engagement experience for Physicians
DDS Brand 360- A comprehensive brand management suite to understand, follow and engage stakeholders across pre, mid & post launch
DDS Patient 360- An Integrated Patient Engagement Toolkit to understand, follow and engage every patient across the Care Delivery system
DDS Commercial Insights Cloud
Solutions provided by company
Technology Services- High-performance Technology Centre of Excellence supports organizations in enabling, orchestrating & scaling cloud-native data analytics operations
Commercial Analytics- Helping Biopharma companies to assess, analyse and leverage patient-provider-payer dynamics to maximize commercial opportunity throughout the brand lifecycle
Business Intelligence- Combining in-depth domain expertise and a technology driven approach to help clients in delivering business critical reports
Market Access- Helping customers create a superior market access positioning where patients can access the drugs quickly, conveniently & affordably

Different work streams for Janssen (a pharmaceutical vertical of Johnson's and Johnson's)

- **Patient Data landscape:** This workstream was mainly related to secondary research conducted for different therapeutic areas. The information collected for different parameters were entered in an excel file, which was delivered to the client after a sanity check.
- The data sources for which the data was collected were- **Registries, biobanks, Observational studies, Databases, genome level data.**
- Data was collected from different sources like **PubMed, Orpha net, Different organisation official website, clinical trials.gov, etc**
- **Therapeutic areas covered during my tenure were:**
- **Prostate cancer, bladder cancer, haematological cancers, Hodgkin's lymphoma, non-Hodgkin's lymphoma, Multiple myeloma, acute lymphoblastic leukaemia, chronic lymphoblastic leukaemia, diabetic diseases, diabetic retinopathy, Bardet-Biedl syndrome, inherited retinal diseases, Usher syndrome, etc.**
- The parameter included in the excel file were:
 - Geographical landscape
 - Data Source Name
 - Data source description
 - Links
 - Include paediatric population <18Y
 - Affiliation "Public, Private, Mixte"
 - Data Source Type
 - Therapy Area
 - Channel "Data collection | Physician Setting (Primary, Secondary, Hybrid)"
 - Duration of Data Captured (in years)
 - Study design "Longitudinal Data | Cross Sectional (Waves)"
 - Data structure "(Prospective/Retrospective)"

- Activity status “(inactive, active)”
- Back data “(in year)”
- Start Y
- End Y
- Data Update frequency
- Data sharing frequency
- Format
- Patients Coverage (Total)
- Providers name
- Data granularity
- GDPR compliance
- Type data
- Data Attributes (Lab Tests, Lab Test Results, Disease Progression Stage, Mortality, Diagnosis, Procedures – Treatment, Medication Name, Medication Dosage, Patient profile)
- This data was ultimately used for creation of dashboards on the official website of the organisation.

Medical score card: A medical score card was created to help medical reps and physicians comprehend the patterns. The information analysed in this work stream included the following:

- Number of visits by medical representatives to healthcare providers
- The number of answers from medical professionals.
- Reactions measured in terms of calls, emails, in-person visits, etc.
- **Omni channel:** This work stream took care of all the client's ad hoc demands.

Key learnings at the organisation

A thorough comprehension of secondary research is a key learning outcome.

- My main work area was in “Patient data landscape, where I was responsible for conducting secondary research for different therapeutic areas.

- How to perform secondary research efficiently.
- Knowledge of the EMEA region's healthcare market.
- Acquired knowledge of how various illness registries, biobanks, genome banks, clinical trials, etc. operate.
- A useful method for conducting research on databases like PubMed, ClinicalTrials.gov, etc.
- Effective Excel usage, including the development of appealing Excel sheets, the use of various charts for various types of data, and the use of shortcuts.
- Creating dashboards using Power BI