

Internship Report



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Introduction

This report documents my experiences and insights from a three-month internship at Healthark Insights, Ahmedabad, conducted from March 18, 2024, to June 18, 2024. This internship was crucial for meeting the requirements of my MBA in Health and Hospital Management. My internship at Healthark Insights was a transformative experience that provided a comprehensive understanding of healthcare consulting. During my internship at Healthark Insights, I was exposed to a variety of consulting practices, each aimed at solving complex problems within the healthcare sector.



Objectives of Internship

As an intern, my key objectives included:

- To gain practical experience in healthcare consultancy
- To understand the processes involved in market assessments and data analytics
- To contribute to real-world projects that support strategic decision-making for clients
- To develop skills in primary and desk research within the healthcare and life sciences industry

Organizational Profile

Healthark Insights was established in 2016, by a team of consultants from top-tier strategy firms, with a cumulative experience of 100+ years. Over the last few years, Healthark has developed a team of experts from diverse fields such as consulting, pharma, medicine, medical devices, and digital health as well as public health and management with a common vision to cater to the healthcare and life sciences industry, along with a relentless focus on delivering executable solutions.

Healthark is a boutique consulting firm founded with the aim of solving the most complex healthcare problems through deep domain expertise, scientific rigor, and diverse skills applied in the most suitable manner. The core team consists of ex-consultants from Deloitte and ZS, pharma industry professionals, as well as people with diverse backgrounds doctors, engineers, MBAs, PhDs, biostatisticians, researchers, etc. We have served multiple healthcare clients globally including Johnson & Johnson, Roche, Abbott, Pfizer, Gilead Sciences, Novartis, Boehringer Ingelheim, and Eli Lilly.

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

Services Provided by Organization



Strategy & Research

Supporting clients with focused strategic questions by conducted market assessments using primary and desk research and data analytics



Digital Health

With a digital database of over 2000+ companies, we facilitate digital landscape analysis for specific therapeutic areas/ diseases



Modelling & Forecasting

We facilitate fact based decision making by supporting market sizing and revenue forecasting



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 our clients for making a business decision by AI driven analysis; developed expertise in voice analysis, NLP, image analytics and IOT base analytics



Business Intelligence & Reporting

With business intelligence tools like power BI and tableau, Healthark creates highly interactive charts and dashboards



Claims Analytics

We work closely with medical insurance companies, health systems and data science companies to understand & analyse the claim data



KOL Identification & Mapping

KOL data fetching through various authentic sources, KOL validation, and KOL prioritization for various segments and geographies

Key Activities/ Projects Undertaken Other than Dissertation

During the internship, I was involved in a project for IT Services and IT Consulting and pharmaceutical manufacturing company under the Strategy & Research vertical. The task involved:

1. **Supported Clients with Strategic Questions:** Providing insights and answers to focused strategic questions posed by clients.
2. **Data Analytics:** Utilizing data analytics to derive actionable insights for the client's strategic planning.
3. **Making Health Plan:** Acquired experience in creating comprehensive health plans by assessing guidelines and leveraging data to support strategic healthcare initiatives.
4. **Training and Development:** Participated in self-paced and instructor-led training sessions covering domain knowledge, technical skills, and soft skills, Enhanced proficiency in creating PowerPoint presentations and utilizing Excel
5. **Market Assessment:** Conducted a market assessment on the topic “Australia’s Oral Care Market” and delivered a presentation on my findings
6. **Project Contributions:** Created decks on competitive intelligence monitoring, medical affairs of pharmaceutical companies, and developed slide decks for Primary market research projects.
7. **Communication and Coordination:** Wrote emails, participated in knowledge sharing sessions and brainstorming sessions to contribute to project discussions.
8. **Understanding Corporate Culture:** Gained insights into the corporate and organizational culture of Healthark Insights.

Key Learnings from Internship

My internship at Healthark Insights provided me with numerous valuable learnings, including:

- **Research Skills:** Enhanced my ability to conduct both primary and secondary research, critically analyze data, and extract actionable insights.
- **Data Analytics:** Gained practical experience in using data analytics tools to interpret complex datasets and support strategic decision-making.
- **Healthcare Industry Knowledge:** Acquired a deeper understanding of the healthcare and life sciences sectors, particularly in terms of market dynamics and strategic challenges.
- **Professional Skills:** Improved my professional skills, including project management, and report writing.
- **Professional Development:** Strengthened my readiness for project assignments and adapted to corporate work environments.
- **Soft Skills:** Improved time management, communication, and teamwork skills through practical application.