

Internship report

to



The IIHMR University, Jaipur

for the partial fulfillment for the award of the degree of Master of Business

Administration (MBA)

in

Hospital and Health Management

by

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Introduction

This report provides an overview of my internship experience at Healthark Insights, a healthcare consultancy firm. During my internship, I had the opportunity to work on a project within the Real-World Evidence (RWE) vertical, where I engaged in a variety of tasks aimed at strategizing and enhancing the outreach process for a client specializing in real-world imaging databases.

Objectives of Internship

- To gain practical experience in the healthcare consultancy sector.
- To develop a comprehensive understanding of the Real-World Evidence (RWE) vertical.
- To contribute to client projects by applying theoretical knowledge to real-world scenarios.
- To enhance my skills in strategic outreach, KOL mapping, and the development of use cases.

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.

They put forward domain expertise, decades of experience, and a passion for the client's success. They have helped established healthcare companies with real results by combining our in-depth industry knowledge of business models, specific challenges, technological landscape, and the market context along with our technical capability to create compelling solutions

Services Provided by Organization

1. Strategy and Market Research:

Supporting customers with centered strategic questions by leading market evaluations utilizing primary and desk research and data analytics.

2. Digital Health:

With a digital data set of over 2000 organizations, we work with digital landscape analysis for specific therapeutic areas and diseases

3. Modelling & Forecasting:

We work with decision-based dynamics by supporting business sector estimating and income anticipating for both m-market and pipeline items

4. Real World Evidence:

Developed deep understanding around real world data: competent in performing due data diligence and analytics for commercial and medical continuum.

5. Medical Writing:

In-house group of doctors with mastery in the field of Scientific writing. Physician Communication, Patient educational materials CME, etc.

6. Artificial Intelligence:

Help our clients for settling on a business choice by AI driven analysis, developed expertise in voice analysis, NLP, image analytics and IOT base analytics.

7. Business Intelligence & Reporting:

With business insight devices like power BI and Tableau, Healthark makes exceptionally intuitive charts and dashboards

8. Claims Analytics:

Healthark works intimately with medical insurance agencies, health systems and data science companies to understand and analyze the claim data

9. 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 my internship, I was involved in several key activities and projects within the RWE vertical:

➤ **Strategizing the Outreach Process for the Client:**

Developed strategic plans to enhance client outreach and engagement.

Drafted and refined email communications for outreach purposes.

➤ **KOL Mapping:**

Conducted comprehensive mapping of Key Opinion Leaders (KOLs) relevant to the client's needs.

Identified and categorized KOLs based on their influence and relevance to the client's projects.

➤ **Development of Use Cases for Imaging Data:**

Created various use cases demonstrating the application and value of real-world imaging data.

Mapped these use cases to align with the client's objectives and strategic goals.

➤ **Extrapolation and Mapping of Major Oncology Conference**

Analyzed and mapped key information and insights from the major oncology-focused conferences based out of the USA.

➤ **Use Case Decks for the Client:**

Created detailed use case decks to illustrate potential applications and benefits of the client's real-world imaging database.

➤ **Managed database for various outreach processes**

Managed database of conferences, KOL data, and Data mapping using Excel.

➤ **Content generation for RWE conferences**

Created one pager for RWE related conferences.

Key Learnings from the Internship

My internship at Healthark Insights provided me with several key learnings:

- Practical Application of Theoretical Knowledge
- Secondary research
- Strategic Outreach and Communication
- KOL Mapping and Engagement:
- Developing Use Cases
- MS Excel
- PowerPoint
- Go-to-market strategies
- Data annotation and labeling for imaging modalities
- Clinical trials