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INTERNSHIP REPORT



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INTRODUCTION

This report outlines my internship at Octavus Consulting. The firm provides business research, market intelligence, market research, and data analysis services. During my time there, I worked with a professional and enthusiastic team dedicated to offering high-quality services to clients in the Biopharma, MedTech, Diagnostics and healthcare start-up industries.

Octavus Consulting excels in competitive intelligence, product strategies, marketing & analytics, and digital health. Their approach of delivering the right information at the right time for business needs is evident in the projects they handle. They use dynamic data, knowledge, and technologies to provide clients with strategic advantages.

I was trained by Mr. Himanshu Sehgal, the director of Octavus Consulting, and my university mentor, Dr. Dherendra Kumar. I owe my real-time experience and understanding of the life science and healthcare fields to them. This internship helped me gain practical experience and connect it with theoretical concepts, enhancing my understanding of the field and improving my communication, analytical, and research skills.

During the internship, I worked on various projects and helped create tailored research, analytics, and valuable reports. This experience not only increased my knowledge but also taught me the importance of personal achievement, collaboration, and knowledge-sharing, which are key values at Octavus Consulting.

OBJECTIVES OF INTERNSHIP –

Gain Practical Experience: Apply theoretical knowledge from academic courses to real-world scenarios in the Biopharma, MedTech, diagnostics, digital health, and healthcare start-up sectors.

Develop Research Skills: Enhance skills in conducting systematic business research, market intelligence, and market-specific studies by completing various projects using diverse research methods.

Learn Data Analytics: Develop competencies in data analysis and understand the processes involved in delivering results that meet client expectations.

Understand Industry Dynamics: Deepen understanding of life sciences or healthcare markets, competition, and regulations.

Contribute to Projects: Engage in the development of special reports and solutions tailored to client needs in various projects at Octavus Consulting.

Develop Professional Skills: Enhance key competencies such as communication, teamwork, time management, and problem-solving by working in a dynamic consulting environment.

Learn from Mentorship: Gain insights from experienced professionals, including Mr. Himanshu Sehgal, director of Octavus Consulting, and university mentor Dr. Dherendra Kumar.

Network Building: Establish a professional network within the consulting and healthcare industries to aid in future job searches.

Understand Client Needs: Learn best practices for identifying client needs and providing solutions that are engaging and useful for making key business decisions.

Enhance Analytical Thinking: Improve critical and analytical thinking skills through activities involving extensive analysis and planning.

Foster Innovation: Encourage innovative thinking to create new ideas for research and analysis, and design effective and efficient solutions and strategies for clients.

ORGANISATION PROFILE

Octavus Consulting is a boutique consulting firm specializing in comprehensive business research, market intelligence, market research, and data analytics. The firm offers support and outsourcing solutions to a diverse clientele, including bio-pharma companies, medtech firms, diagnostics companies, digital health organizations, and healthcare start-ups.

MISSION:

Octavus Consulting is dedicated to addressing business needs with precision by providing the right sources at the right time. The firm aims to redefine intelligence through the integration of dynamic data, knowledge, and technology, enabling clients to make informed strategic decisions.

VISION:

- To be a valued partner to clients and an asset to the community.
- To approach and deliver every project with enthusiasm and dedication.
- To offer differentiated services that provide value-for-value returns.

VALUES:

- Individual Excellence: Encouraging personal growth and excellence in every team member.
- Teamwork: Fostering a collaborative environment where knowledge and skills are shared freely.
- Client Focus: Prioritizing client needs and delivering customized, high-quality solutions.
- Integrity: Maintaining the highest standards of integrity and professionalism in all dealings.

SERVICES PROVIDED BY THE ORGANISATION

OFFERINGS –

PharmaShots

An innovative news service providing concise real-time updates on the pharma, biotech, MedTech, digital health, diagnostics, and life sciences industries.

IntelliShots

A cloud-based customized platform offering real-time updates to track competitor activity and create strategic and comprehensive solutions.

ProfileShots

A curated KOL (Key Opinion Leader) profiling service for the life sciences and pharmaceutical industries, maintaining records of key opinion leaders in relevant therapy areas. (Coming Soon)

TrialMaps

A global trial analysis service offering advanced analytics for a broad analysis of ongoing clinical trials, providing updates on competitors' products. (Coming Soon)

SERVICES-

Competitive Intelligence

Providing insights into industry trends, competitor strategies, and market dynamics to help clients stay ahead of the competition.

Product Strategies

Assisting clients in developing and optimizing product strategies to maximize market potential and achieve business goals.

Marketing & Analytics

Offering data-driven marketing strategies and analytics to enhance client decision-making processes and marketing effectiveness.

KEY ACTIVITIES UNDERTAKEN OTHER THAN DISSERTATION-

Job Description: Analyst & Market Researcher

Understanding the Competitive Terrain:

Thoroughly analysing the competitive landscape for specific therapeutic areas, including identifying key players, assessing their strengths and weaknesses, and forecasting market trends.

In-Depth Drug Profiling:

Creating comprehensive profiles for specific drugs, detailing everything from their mechanisms of action to their potential market impact. This required synthesizing information from diverse sources, including clinical trial data, regulatory filings, and scientific literature.

Developing Treatment Strategies:

Contributing to the development of treatment algorithms.

Communicating Insights:

Crafting clear and concise summaries of complex information, including writing website snippets, preparing interview questions, and developing company and product profiles.

Flow of key tasks-

Competitive Landscape Analysis:

Client Briefing:

Understanding their specific information needs and goals for the competitive landscape assessment.

Data Collection:

Gathering data from diverse sources, such as clinicaltrials.gov, FDA websites, company press releases, and market research reports.

Data Analysis:

Analysing the collected data using SWOT analysis, identifying key trends, and assessing the competitive positioning of various drugs or products.

Drug Profile Creation:

Drug Selection:

Identifying the target drug for profiling based on client needs or project objectives.

Information Gathering:

Collecting data from diverse sources, such as clinical trials, regulatory documents (e.g., FDA labels), scientific publications, and company websites.

Synthesis and Analysis:

Synthesizing the gathered information, analysing the drug's mechanism of action, efficacy, safety profile, and potential market impact.

Profile Development:

Creating a structured and comprehensive drug profile, including sections on drug overview, clinical data, regulatory status, competitive landscape, and market outlook.

Review and Finalization:

Presenting the draft profile to the team for review and feedback, incorporating revisions as needed, and finalizing the document.

PharmaShots:**Daily News Shots:**

Receive three daily news "shots" summarizing the most important developments in pharma and biopharma. Each shot is carefully curated to include essential details, ensuring you get the most relevant information quickly.

In-Depth Analysis:

Beyond the daily shots, PharmaShots provides in-depth analysis and commentary on significant industry trends, regulatory changes, clinical trials, and market dynamics, helping you understand the broader impact of the news.

Comprehensive Coverage:

Stay updated on a wide range of topics, including drug approvals, mergers and acquisitions, R&D breakthroughs, policy changes, and market insights, all tailored to meet the needs of professionals in the pharmaceutical and biopharmaceutical sectors.

KEY LEARNINGS FROM INTERNSHIP -

My internship at Octavus Consulting has been a highly valuable experience, offering many learning opportunities that have greatly contributed to my professional and personal growth. Here are the main lessons I gained during my time at the firm:

PRACTICAL APPLICATION OF THEORETICAL KNOWLEDGE**Real-World Research and Analysis:**

I applied theoretical concepts from my academic studies to practical research and analysis tasks, helping me connect classroom learning with real-world industry application.

Data Interpretation:

I became skilled at interpreting complex data sets and turning raw data into meaningful insights for strategic decision-making.

INDUSTRY-SPECIFIC KNOWLEDGE**Life Sciences and Healthcare Sectors:**

I gained a deeper understanding of the biopharma, MedTech, diagnostics, digital health, and healthcare start-up sectors, including market trends, regulatory environments, and competitive landscapes.

Therapeutic Areas:

I acquired specific knowledge about various therapeutic areas, such as Fabry Disease, radiopharmaceuticals, and gene therapies for Spinal Muscular Atrophy (SMA).

RESEARCH AND ANALYTICAL SKILLS**Competitive Landscape Analysis:**

I improved my ability to conduct thorough competitive landscape analyses, identifying key players, market opportunities, and potential challenges.

PROFESSIONAL SKILLS**Communication:**

I enhanced my written and verbal communication skills through regular interactions with team members and by presenting research findings.

Teamwork:

I learned the importance of teamwork and collaboration, working effectively with a diverse team of professionals to achieve common goals.

Time Management:

I honed my time management and organizational skills by balancing multiple projects and meeting deadlines in a fast-paced consulting environment.

STRATEGIC INSIGHTS AND DECISION-MAKING**Market Strategy Development:**

I gained insights into developing market strategies and product positioning, understanding how to align research findings with business objectives.

Client-Centric Approach:

I learned the importance of adopting a client-centric approach, ensuring that research and analysis meet the specific needs and expectations of clients.

INNOVATION AND CREATIVITY**Problem-Solving:**

I developed innovative problem-solving skills by tackling complex research questions and finding creative solutions to industry challenges.

Technological Integration:

I learned about integrating technology in research and analytics, using advanced tools and platforms to enhance research efficiency and accuracy.