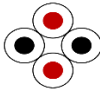


## Internship Report

Pharma**ACE** 

## **Introduction**

This report documents my experiences and insights from a three-month internship at PharmaAce Analytics Private Limited, Pune from 1<sup>st</sup> April 2024 to 1<sup>st</sup> July 2024. This internship was integral to fulfilling the requirements of my MBA in Health and Hospital Management. My internship at PharmaAce was a transformative experience that provided a comprehensive understanding of pharmaceutical consulting. Throughout my internship at PharmaAce Pune, I encountered diverse consulting methodologies designed to address intricate challenges within the pharmaceutical sector.

## **Objectives of Internship**

As an intern, my key objectives included:

- To gain practical experience in pharmaceutical consultancy and to understand the workings of a pharmaceutical consulting firm emphasizing client-focused approach
- To develop skills in secondary research within the pharmaceutical and life sciences industry
- To understand the processes involved in market assessments
- To contribute to real-world projects that support strategic decision-making for clients

## Organizational Profile

PharmaACE is a global pharmaceutical consulting firm recognized for its “client first” approach – assuring quality and customer satisfaction headquartered in US with offices across the globe including Germany, Canada and India. The company provides consulting and data analytics solutions for the efficient commercialization and development of pharmaceutical products/portfolio. PharmaACE operates at the intersection of science, data, technology and business strategy and provides clients with innovative solutions based on deep industry insights, analytical expertise, and an unbiased perspective. Its services are designed to provide clients with business critical research and insights that enables them to make informed decisions around clinical development and commercial strategies. Its Specialties include Forecasting, Advance Data Analytics, Market Research, Competitive Intelligence and Business Analytics and there expertise spans across multiple therapy areas including Oncology, Immuno-science, CNS, Cardiovascular and Metabolic diseases, Rare Diseases, and many other.



**6.5K+**  
Projects till date

**600+**  
Employees globally



### **From Concept to Execution**

The majority of our projects go beyond strategic recommendations and deliver real time implementation of tools and capabilities.



### **Simplified Value-Driven Solutions**

Solutions to all business needs under one roof. From day-to-day tactical analytics to long-term strategic plans, our comprehensive solutions platforms can solve any business problem.



### **Tailored Approach**

It's no longer necessary to take a one-size-fits-all approach. We identify and adapt based on the need of the project.



### **Client Value**

Partnering with clients to build lasting value is an exciting and rewarding endeavor. We learn from our clients and explore new technologies to optimize our offerings and deliverables.



### **People and Culture**

Our seasoned professionals have the attitude for getting it right the first time. Our diverse, passionate and creative teams are experienced enough to understand the nature of challenges and opportunities they could encounter in various client projects.



### **Trust and Relationships**

We conduct our business with along term outlook providing value on a consistent basis. Our reputation for delivering cost effective superior services and exceptional results has led to long lasting relationships & great trust with our clients.

## Services Provided by Organization



### Competitive Intelligence

- CI Monitoring
- Conference Coverage
- Product Profile Assessments
- Attribute Analysis



### Primary Market Research

- Patient research
- Physician research
- Payer research
- Pharmacist research
- Other HCP research



### Chart Audit

- Market Performance
- Physician-Patient attribute analysis
- Biomarker trends & prescription patterns



### Data Analytics

- Predictive Modeling
- Data Mining
- Machine Learning
- Natural Language process



### Reporting

- Excel, Tableau, Qlik Sense based reports
- Brand reporting
- Sales performance reporting



### Forecasting

- Strategic and non-strategic forecasts
- Patient based
- Non patient based

## **Key Activities/ Projects Undertaken Other than Dissertation**

During my internship at PharmaAce Pune, I engaged in several key activities:

- **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
- **Market Assessment:** Conducted a market assessment on the topic of uncontrolled gout and delivered a presentation on my findings
- **Project Contributions:** Created disease overview slide decks, tracked conferences, processed data for specific indications, monitored financials of pharmaceutical companies, and developed slide decks for Primary market research projects.
- **Communication and Coordination:** Wrote emails, participated in knowledge sharing sessions and brainstorming sessions to contribute to project discussions.
- **Understanding Corporate Culture:** Gained insights into the corporate and organizational culture of PharmaAce Pune.

## Key Learnings from Internship

My internship at PharmaAce Innovations LLP provided me with numerous valuable learnings, including:

- **Research Skills:** Enhanced my ability to conduct secondary research, critically analyze data, and derive actionable insights.
- **Technical Skills:** Enhanced proficiency in data processing, presentation skills, and Excel
- **Data Analytics:** Gained practical experience in using data analytics tools to interpret complex datasets and support team
- **Pharma Industry Knowledge:** Acquired a deeper understanding of the pharmaceutical and life sciences sectors, particularly in terms of market analysis and trends
- **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