

Summer Training at
Indian Immunologicals Limited
Hyderabad, India



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A Report by
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ACKNOWLEDGEMENT

Summer internship was the phase of the activity during my study, in which I was expected to expand my thinking ability and to get the training of how to work in the organization and how all works were undertaken there. I am highly obliged to present my report on **Digitalization of Healthcare, Services & Role of Professional Expertise.**

Firstly, I am thankful to IIHMR University for giving the opportunity to complete my project in Indian Immunologicals Limited, Hyderabad. I am extremely grateful to my mentor **Dr. Ashok Peepliwal** for the encouragement, discussions and critical assessment of the project. It was a great experience for me to work within Indian Immunologicals Limited under **Ms. Payal Hota** Ma'am, Sr. Ex. in the PMT Department.

I express my gratitude towards Madam and my Mentor for their continual support and without them the completion of project would not have been possible.

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Observational Learning

1. Company Profile

IIL or Indian Immunologicals Limited is one Biopharmaceutical company headquartered in Hyderabad, India. They constitute one of the biggest suppliers and manufacturers of vaccines in India. It was founded in 1982 by the National Dairy Development Board. It is renowned for developing veterinary and human vaccines used for rabies, measles, bacterial vaccines, foot-and-mouth disease, canine vaccines, hepatitis, MMR, and DPT.

IIL is a significant supplier of DPT, TT and Hepatitis B vaccines to India's huge Universal Immunization Programme.

2. Specific Objectives

Under my Summer Internship I worked on the topic Digitalization of Healthcare, Services & Role of Professional Expertise, to increase my understanding of digitalization in pharmaceutical industry I read articles, researched over the internet about the techniques Pharmaceutical Companies are adopting to sustain and grow amid this Covid-Crisis and I came across some major findings.

To dive deep into the topic, my Industrial Mentor Ms. Payal Hota suggested me to select three Pharmaceutical Giants and look for their Marketing tactics Understand the Optimal Online marketing tools and their essence in the industry along with their acceptability among the targeted customers. As suggested, I chose the following pharmaceutical companies:

1. GlaxoSmithKline (GSK)
2. Abbott
3. Regalix Medicare Ltd.

To understand Services and Role of Professional Expertise, i visited Pharmacies near me and took their opinion on Covid Crisis, New Brand Launch among Covid times and use of online marketing tools like incorporation of Tele-Medicine and new Other new updates.

To Further dig into the topic, I was asked to get in touch with the HR's, Managers and other working Managers to understand the working of the pharmaceutical giant companies and know their promotional tactics.

3. Mode of Data Collection

The data to be acquired was divided into three parts and each data was extracted using different mode of data collections.

a) Data From Online Sources

Digitalization is a huge concept in pharmaceutical world and it took a complete boom due to Covid Crisis. Hence, the number of Research Papers available on the topic were massive in number inferring some useful information.

Other than Research paper, I often studied Websites of the Pharmaceutical Companies I based my study on, where the recent updates and ongoing were listed. It helped me to understand the topic and an overview about it.

Mode – observation

b) Data from Doctors

Frontline workers know the absolute truth and the most optimal ways to reach to the customer. I managed to talk to few of the doctors and take their opinion on my topic which gave me new perspectives on the topic and made my understanding better.

Mode – Statical Questionnaire

c) Data from the Pharmacy Stores

If any brand comes in the market, pharmacy stores are the direct point of contact for the patients to get benefited by that brand. All pharmaceutical companies make sure that pharmacy stores are well aware about any brand launch and have the recent updates about it. To understand the marketing techniques used by pharmaceutical companies I talked to many pharmacy stores and came to a conclusion which I have added in my final presentation.

Mode – Statical Opiniated Interviews

d) Data From Brand Managers / Area managers of the company

When any new brand makes to market, there is a lot of Pre-marketing done to understand the penetration and scope of the brand and on this basis marketing techniques are made by brand managers and the techniques are adopted by Area managers. I got in touch with the managers to extract the desired information and know whatever they can tell me about the ongoing in their respective companies by being in their confidentiality clauses.

Mode – Surveys and Questionnaire.

4. General Learnings

I Worked in the PMT department under Sr. Ex. PMT head of the company who was also my Industrial Mentor.

During the course of my internship program, I broadened my learnings on my topic Digitalization of Healthcare, Services & Role of Professional Expertise.

I found how a company launched their new brands in amid covid-crisis and how do they market their products reaching to pharmacist, Doctors and finally to the patients. Amid Covid crisis the digital world helped to reach out to the customers thereby marketing the product.

5. Suggestions

It was a great opportunity for me to work as an intern in the esteemed organization and learn under the guidance amid this covid crisis.

Although, I feel that the understanding would be even better if I could have gone to the Headquarters of the organization and experience it first-hand but due to Covid-crisis it could not happen.

Project Report

1. Topic: ***Digitalization of Healthcare, Services & Role of Professional Expertise***
2. Method: Telephonic Interviews, Surveys, Online Research, Discussions and Questionnaire was done to understand the topic with Doctors, Pharmacy Stores and Company officials.

2.1 Sample Size: Three Pharmaceutical Companies were chosen on the basis of availability of the data required and availability of officials who shared the data.

2.2 Analysis of data: Data was analysed on the basis of 4 major questions

- a) How is the Company Communicating with the doctors?
- b) How is Company Engaging Sales Force?
- c) How is Company reaching out to customers?
- d) What is the view of Customers on Tele-medicines?

3. Analysis: After obtaining the data from all the sources I can conclude that

- Companies are incorporating Digital means to spread awareness about the brand.
- Since Field force are not able to meet the doctors and pharmacy stores, regular e-mails are sent as reminders.
- Online CMEs are organized.
- Webinars are taking place where doctors/Medical Staff are informed about recent launches and updates
- Heavy discounts are offered by the companies and various schemes are launched
- Field Staffs are managing business either by Calls or by emails to the customers
- Awareness programs are being organized by the companies where patients along with doctors are invited.
- Healthcare Workers are accepting digital means of Consultations and Dispensing of medications.
- Pharmaceutical Companies along with doctors are working are gradually shifting towards Digital means.

3.1 Interpretation

Digitalization In Pharmaceutical industry

- India, also known as pharmacy of the world is growing at the rate of 15% / year with turnover of more than \$20 Billion in 2019 and is expected to reach close to \$130 Billion by 2030. In these Corona times where, other businesses

are struggling to even sustain, Pharmaceutical Industry showed remarkable growth.

- There can be Various factors behind this exponential growth one of which is adaptability towards digital platform.
- Where Earlier everything was managed physically, has now adapted a "Phy-gital' approach signifying 'Physical + Digital'.
- Along With the emergence of digitalization, the pharmaceutical industry has been using the information exchange to enhance its production and the supply chain efficiency. Digitalization has helped many small sized and large-sized pharmaceutical companies amidst Covid.
- Use of digitalization has helped creating bogus medicines with the serial figures that are traceable throughout the supply chain, safeguarding quality at the same time meeting forthcoming serialization prerequisites.
- Pharmaceutical firms are now using digitalization to fulfill the anticipated heightened pressures from the markets across the globe.
- Digitalization can assist them meet guidelines, discover manufacturing competences to respond to the expense pressures, and utilize cloud-based data sharing to rapidly get in touch with suppliers and distributors. Additionally, automated systems, intelligent sensors, social networking sites, and health apps can assist gauge drug compliance and forecast the demand throughout areas to support real-time production facilities.

Future of Pharmaceutical digitalization

- Over the forthcoming days, pharmaceutical industry patterns to be restructured both internally and externally that will probably involve existing competitors to assess the changing markets and decide how they are going to participate.
- Artificial intelligence (AI) is working to help doctors and users to recognize the disease much sooner than we are doing these days.

- Vaccines as well as other initial intervention measures may prevent a higher number of illnesses from developing in the first place.
- Twenty years from now, rather than picking up a prescription at the pharmacy, personalized therapies constructed on a varied set of a patient's individualities comprising their metabolome, microbiome, genomics, and supplementary clinical evidence might be manufactured or compounded just in time through additive manufacturing.

Conclusion

Covid Crisis has affected a whole lot of business but Pharmaceutical Industry showed remarkable growth one of reason for this is adaptation towards digital means be in marketing or production.

When the Field force was not able to meet the doctors, regular online meetings were conducted hence incorporating digitalization in the pharmaceutical world.

Digitalization also bridges the gap between doctors and patients and eased out the process a whole lot for pharmaceutical companies also, but relying only on digital means can be the optimal way to reach out to the customers rather employing "Phygital" (Physical+Digital) approach can be the most optimal way.

All of the doctors shared a similar opinion that they wanted Field force to reach out to them and tell them about updates and brand launches with occasional digital communication. Hence, digitalization is surely the way forward but required human intervention every now and then.

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