

Internship Report

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Internship at IQVIA



From 17th March to 12st September

Under the guidance of

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1. Introduction

This report presents the outcomes of a dissertation project undertaken as a part of the MBA (Pharmaceutical Management) curriculum at IIHMR University. The project aimed to explore the global self-testing diagnostic device market, which has become an essential pillar of decentralized healthcare, driven by technology, chronic disease burden, and regulatory transformation. The COVID-19 pandemic played a catalytic role in accelerating adoption of self-diagnostics. Devices such as glucose meters, pregnancy kits, and home COVID-19 tests represent a growing preference for affordable, at-home medical diagnostics. This study provides comprehensive insight into the global trends, key players, regulatory frameworks, and innovation driving this healthcare transformation. The objective was to bridge academic knowledge with real-world industry practices at IQVIA, a global leader in health intelligence and clinical research, and to develop key analytical and managerial skills.

2. Objectives of the Internship

- To gain hands-on experience in the field of medical device market analysis and forecasting.
- To To assess the global market dynamics of self-testing diagnostic devices
- To study regional adoption trends and care-setting utilization
- To map regulatory pathways and challenges in leading regions
- To evaluate the competitive landscape and identify innovation hubs
- To examine investment activity and manufacturing trends
- To suggest policy and business recommendations based on evidence

3. Organizational Profile

The internship was completed at IQVIA, a global leader in the integration of data, technology, advanced analytics, and domain expertise to accelerate innovation and improve outcomes in the life sciences and healthcare industries. IQVIA provides an expansive suite of services that include real-world evidence generation, market and patient intelligence, clinical trial execution, regulatory consulting, and commercialization support. With operations in over 100 countries and a robust foundation built on one of the world's largest curated healthcare data assets, IQVIA empowers clients to make data-driven decisions that drive better healthcare delivery. The company serves a broad clientele including pharmaceutical companies, biotech firms,

medical device manufacturers, and public health agencies. Its work helps to streamline R&D efforts, navigate regulatory complexities, and bring life-saving therapies to market faster.

IQVIA's commitment to transforming healthcare is evident in its application of artificial intelligence, machine learning, and digital innovation to real-world healthcare challenges. Interning in this dynamic environment provided valuable exposure to cutting-edge market research practices, strategic healthcare analysis, and global diagnostic device market trends.

4. Services Provided by the Organization

IQVIA is engaged in providing a wide array of services that support the entire product lifecycle for its clients. Key services include:

- **Market Research & Analytics:** Providing in-depth market analysis, competitive intelligence, forecasting, and performance benchmarking using proprietary data sources.
- **Real-World Evidence (RWE):** Generating evidence from real-world data to understand disease patterns, treatment outcomes, and patient journeys.
- **Clinical Research Services:** Offering comprehensive support for clinical trials, from study design and site selection to patient recruitment and data management.
- **Technology Solutions:** Developing and providing advanced technology platforms for data management, analytics, and commercial operations.
- **Consulting Services:** Offering strategic guidance to life sciences companies on portfolio management, brand strategy, and market access.

5. Key Activities / Project Undertaken

During the internship, my primary responsibility was the dissertation project, "Global Self Testing Diagnostic Device Market" The key activities performed as part of this project included:

- **Literature Review:** Reviewed global publications and market reports
- **Market Analysis:** Tracked global CAGR, revenue segments, and regional distribution
- **Regulatory Mapping:** Compared regulations across US (FDA), EU (IVDR), India (CDSCO), etc.

- **Competitive Analysis:** Profiled major players (Abbott, Roche, Everlywell, etc.) and startups
- **Trend Analysis:** Identified innovation hotspots (USA, UK, India, China)
- **Data Visualization:** Created graphs for global growth, segment distribution, investment trends
- **Policy Review:** Assessed government initiatives like Vision 2030 (Saudi Arabia), Make in India

6. Key Learnings

The internship at IQVIA was an invaluable experience that provided deep insights into the business of health intelligence. The key learnings are:

- **The Power of Robust Data:** Gained a profound appreciation for how high-quality, comprehensive data forms the backbone of all strategic decisions in the life sciences industry. I learned to navigate and synthesize information from diverse and complex datasets.
- **Global MedTech Industry Complexity:** Gained a real-world understanding of the factors driving the medical device market, from the nuances of surgical adoption to the impact of global regulatory frameworks and reimbursement landscapes.
- **The self-testing segment is evolving from reactive testing to preventive, AI-integrated platforms**
- **Market access depends not only on innovation but also on regulatory clarity and health literacy**
- **Realized the critical balance between affordability, accessibility, and accuracy in diagnostics**
- **Professional Skills Development:** Significantly improved my analytical, research, and communication skills. Learned to structure a complex research project, manage timelines, and present findings in a clear, professional, and impactful manner.