

Internship Report

Completed at

Vedamrita Hospital, Hisar

Topic: Comparison of Allopathy vs. Ayurveda in Managing Lifestyle Disorders: A Patient-Centered Perception Study

By

Tanu Sharma

Roll No. – 0587

MBA – Pharmaceutical Management

IIHMR University, Jaipur

1. Introduction

Internship is a key component of the MBA (Pharmaceutical Management) program designed to bridge academic learning with industry practice. It offers students an opportunity to apply theoretical knowledge in real-world healthcare settings, understand workplace dynamics, and explore areas of interest in depth.

I completed my internship at Vedamrita Hospital, Hisar, a well-recognized Ayurvedic healthcare institution focused on chronic disease management through traditional and integrative approaches. My internship centered on a research-based project titled “Comparison of Allopathy vs. Ayurveda in Managing Lifestyle Disorders: A Patient-Centered Perception Study”, aligned with my final MBA dissertation.

This internship experience allowed me to explore patient-centered perceptions, understand real-world applications of Ayurvedic medicine, and analyze how traditional systems can coexist with modern medicine in managing non-communicable diseases. The report below highlights my key experiences and learnings during this internship.

2. Objectives of the Internship

- To understand how Ayurveda and Allopathy are perceived by patients in the context of lifestyle disorders.
- To conduct a comparative study based on real patient feedback through online surveys and virtual interviews.
- To analyze treatment patterns, effectiveness, side effects, and satisfaction levels.
- To develop practical skills in data collection, research methodology, and thematic analysis.
- To improve professional competencies including patient communication, ethical research handling, and academic reporting.

3. Organizational Profile

Vedamrita Hospital, Hisar, is a reputed Ayurvedic healthcare institution known for managing chronic lifestyle disorders like diabetes, hypertension, thyroid disorders, and PCOS using holistic Ayurvedic treatment protocols. The hospital focuses on root-cause treatment, diet and lifestyle modification, herbal therapy, Panchakarma detoxification, and yoga-based healing.

The hospital offers both outpatient and online consultation services, attracting patients across urban and rural India. It encourages evidence-based Ayurveda and supports research and training initiatives that contribute to integrative health care.

4. Key Activities and Responsibilities During Internship

- **Survey Design and Distribution:** I created a Google Forms-based structured questionnaire to assess patients' perceptions who had experienced both Allopathy and Ayurveda.
- **Data Collection:** Responses were collected digitally via WhatsApp groups, online communities, and Vedamrita's OPD database.
- **Patient Interviews:** Conducted optional 5–7-minute interviews through Google Meet to gather qualitative insights.
- **Data Analysis:** Performed data cleaning, frequency analysis, cross-tabulations, and thematic coding using MS Excel and Word.
- **Literature Review:** Evaluated more than 15 peer-reviewed articles and government databases to support the theoretical foundation of my study.
- **Report Writing:** Structured all findings into a dissertation format as per IIHMR guidelines, focusing on patient preferences, satisfaction, and implications for public health.

5. Key Learnings from Internship

- **Practical Exposure to Ayurvedic Clinical Practices:** Gained firsthand insights into Ayurvedic consultation, treatment planning, and patient counseling.
- **Enhanced Research Methodology Skills:** Learned to conduct cross-sectional studies, analyze patient data, and derive thematic insights using digital tools.
- **Understanding Integrative Healthcare:** Explored the benefits and limitations of both Allopathy and Ayurveda and identified patient interest in blended models.

- **Patient-Centered Thinking:** Developed an appreciation for involving patients in treatment decision-making based on their experiences, trust, and lifestyle.
- **Professional Communication:** Improved my skills in survey communication, data documentation, and ethical handling of sensitive health information.

6. Conclusion

My internship at Vedamrita Hospital was an enriching experience that contributed significantly to my academic, personal, and professional growth. It allowed me to understand how traditional Indian medicine can complement modern healthcare in managing chronic diseases, and the importance of a patient-centric approach in today's healthcare ecosystem.

This opportunity not only enhanced my analytical and communication skills but also shaped my understanding of integrative medicine—a field with immense potential in public health and pharmaceutical strategy.