

STRATEGIC MARKET ASSESSMENT OF CARDIAC SURGERY DEVICES IN THE U.S.: A CONSULTING INTERNSHIP EXPERIENCE AT ORBEES BUSINESS SOLUTIONS

INTERNSHIP at **ORBEES BUSINESS SOLUTIONS, Hyderabad**



The IIHMR University, Jaipur

for the partial fulfillment for the award of the degree of
Master of Business Administration (MBA) in
Pharmaceutical Management

by

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1. Introduction

This internship aimed to provide practical exposure to the global MedTech consulting domain, offering insight into the complex and fast-evolving healthcare environment in the United States. As an **Associate Consultant Intern at Orbees Business Solutions**, I had the opportunity to work closely on a live client project in the **U.S. cardiac surgery market**, specifically targeting the domains of **Surgical Aortic Valve Replacement (SAVR)**, **Mitral Valve Repair**, and **Left Atrial Appendage Closure (LAAC)**.

The internship enabled me to go beyond theoretical understanding and directly contribute to the consulting value chain through secondary research, strategic planning, and data-driven analysis. I was involved in multiple phases of the project, including market scoping, clinical benchmarking, hospital segmentation, and deck creation for pre-site visit strategy discussions. The immersive learning journey refined my analytical, presentation, and collaborative capabilities.

This experience not only helped me understand the U.S. MedTech landscape but also instilled in me the structured approach necessary to succeed in consulting—problem scoping, insight generation, and client-facing storytelling.

2. Organisation Profile

Orbees Business Solutions is a MedTech consultancy headquartered in the United States. It provides high-impact strategic solutions to healthcare companies looking to grow, innovate, and lead in the global MedTech landscape. The company supports a wide range of services, including:

- Market entry strategy
- Clinical trial site selection
- Customer and physician insights
- Hospital engagement support
- Reimbursement strategy and stakeholder mapping

With a remote-first global team comprising healthcare consultants, medical writers, analysts, and clinicians, Orbees is known for delivering sharp, data-driven recommendations. The organization leverages both quantitative and qualitative methodologies and works with start-ups as well as Fortune 500 MedTech companies.

What makes Orbees stand out is its strong foundation in understanding clinical workflows, regulatory complexities, and economic incentives that drive technology adoption in hospitals—especially in high-risk and specialized domains like cardiac surgery, interventional radiology, and structural heart interventions.

3. Project Overview

The primary focus of my internship project was the **U.S. cardiac surgery device market**, broken down into three key therapeutic areas:

- **SAVR (Surgical Aortic Valve Replacement)**
- **Mitral Valve Repair (including surgical and emerging transcatheter approaches)**
- **Left Atrial Appendage Closure (LAAC)**

These are highly specialized procedures that require both clinical validation and strategic commercialization support. The consulting objective was to assist a client in identifying high-potential hospitals and regions in the U.S. for expanding their product presence and understanding the adoption landscape of these therapies.

The scope of work included:

- Clinical and volume-based hospital shortlisting
- Competitor and technology benchmarking
- Data analysis from sources such as **STS (Society of Thoracic Surgeons)** database, **CMS (Centers for Medicare & Medicaid Services)** data, and market reports
- Support in preparing **pre-site visit decks** to be used by the client in their discussions with hospital stakeholders
- Framework building for mapping KOLs (Key Opinion Leaders) and hospital influence networks

This required me to work closely with senior consultants and project managers, participating in weekly stand-ups, review meetings, and client alignment discussions.

4. Key Deliverables

During the course of the internship, I contributed to several high-value deliverables and internal frameworks:

1. Secondary Market Research

Performed comprehensive secondary research on structural heart interventions by using:

- STS database for procedural trends
- CMS and Medicare datasets for payment insights
- PubMed and scientific literature for outcomes data
- Investor presentations and 10-K filings of competitor companies

2. Data Frameworks and Visualization

Developed data frameworks using Excel to:

- Analyze hospital-level volumes
- Shortlist hospitals by region, procedure adoption, and innovation readiness
- Map influence networks for physician leaders and decision-makers

The data was structured into dashboards with slicers, filters, and charts to facilitate internal and client discussions.

3. Client Decks and Pre-Site Visit Strategy

I contributed to several **PowerPoint decks** meant for pre-site hospital visits. These included:

- Hospital overview pages
- Technology positioning slides
- Comparative adoption summaries
- Strategic talking points for client stakeholders

4. Hospital Shortlisting Framework

A key part of my work involved creating a decision framework that helped identify the most promising hospitals for client engagement. This involved evaluating criteria such as:

- Annual procedure volumes
- Presence of clinical trials or robotic systems
- Reimbursement alignment and infrastructure maturity
- Academic affiliation and physician networks

5. Support for Internal Knowledge Management

In addition to client work, I also contributed to creating internal templates and models for future use in other cardiac-related projects.

5. Key Learnings

The internship was intellectually enriching and professionally rewarding. Some of the major learnings included:

- **Exposure to U.S. MedTech and Payer Systems:**
Understood how device adoption is influenced not just by clinical outcomes but also by Medicare payments, CPT codes, and reimbursement policies.
- **Building Consultant-Grade Deliverables:**
Gained experience in building story-driven decks that are visual, structured, and strategically aligned with client needs.

- **Understanding the Role of KOLs and Hospitals:**
Realized how key hospitals and influential clinicians play a central role in technology diffusion and shaping future adoption.
- **Cross-functional Collaboration:**
Worked across functions—consulting, data analytics, and medical teams—to bring together different perspectives and insights into one cohesive deliverable.
- **Working with Real-world Data:**
Dealt with large datasets, inconsistencies, and missing values—developing an eye for data cleaning, validation, and triangulation.

6. Skills Developed

The experience at Orbees helped me improve and acquire the following skills:

- Advanced Secondary Research Techniques
- Strategic Problem-Solving in Healthcare
- Excel-based Modeling and Dashboarding
- Market Sizing and Hospital Benchmarking
- Deck Building and Client Communication
- U.S. Healthcare Ecosystem Knowledge (Medicare, STS, CMS, FDA approvals, etc.)
- Exposure to the Consulting Project Lifecycle

7. Conclusion

The internship at Orbees Business Solutions was a defining experience in my academic and professional journey. It gave me a platform to apply my classroom learnings in a real-world setting and contribute to a high-stakes consulting engagement. By working closely on a specialized cardiac market project, I developed a multifaceted understanding of how clinical, commercial, and regulatory elements converge in the U.S. MedTech space.

More importantly, the experience confirmed my interest in **strategic consulting and healthcare technology**—areas I now intend to pursue for my long-term career. The skills, mentorship, and hands-on project ownership I received at Orbees have been invaluable and will continue to shape my approach to problem-solving in the healthcare industry.