

**INTERNSHIP AT
ONEALPHAMED Pvt. Ltd.**

Mumbai, Maharashtra

INTERNSHIP REPORT

Submitted to



The IIHMR University, Jaipur

for the partial fulfilment for the award of the degree of

Master of Business Administration (MBA) in

Pharmaceutical Management

By

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IIHMR-U/02/2023-25/0568

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2025

1. Introduction

This internship was an intensive deep-dive into the intersection of scientific precision and strategic messaging, unfolding through real-world medico-marketing campaigns at OneAlphamed Pvt. Ltd. Over a 10-week period, I was engaged across diverse projects—from content curation to event logistics—shaping evidence-based campaigns that balanced compliance, creativity, and HCP engagement.

Working on real campaigns like **Lupin Digi Engage**, **Cipla HSS 22**, **Afatinib Webinar (Hetero)**, and **P&G's Blood Health Forum**, I discovered how deeply trust, storytelling, and accuracy are embedded into successful pharmaceutical communication. This internship wasn't just a professional learning experience—it was a lesson in discipline, collaboration, and impactful healthcare storytelling.

2. Organization Profile

OneAlphamed Pvt. Ltd. is a healthcare communication and medico-strategic consultancy. The firm specializes in translating scientific content into clear, regulatory-compliant communication formats including emailers, webinars, CMEs, digital campaigns, and scientific decks. Their expertise spans cross-functional collaboration with medical, legal, creative, and strategic teams—driving value for pharma clients seeking HCP engagement and educational outreach.

OneAlphamed's clients include leading pharmaceutical brands, and their work spans multiple therapy areas using modern channels like LinkedIn carousels, webinars, and field activations. The company has carved a niche in balancing creativity with scientific integrity.

3. Project Overview

My internship was anchored in **medico-marketing execution**, focusing on the following key projects:

- **Lupin Digi Engage & GP Connect:** Email campaigns targeting GPs and specialists.
- **Cipla HSS 22:** Coordination of CME presentations with scientific storytelling.
- **Afatinib Webinar (Hetero):** Speaker coordination, technical support, and post-webinar analytics.
- **P&G Blood Health Forum:** Multi-city CME logistics and compliance alignment.
- **LinkedIn Awareness Carousels:** Health-themed digital education posts.

The objective across all these was to ensure **scientific credibility**, **strategic storytelling**, and **compliance-led execution**—executed through hands-on coordination, QA, and content planning.

4. Key Deliverables

1. **Email Campaign Workflows (Lupin, GP Connect):**
 - Copy QA, backend segmentation, formatting reviews.
 - Created personal checklist template to streamline QA cycles.
2. **Scientific Deck Planning (Cipla HSS 22):**
 - Storyboarding of complex clinical updates.
 - Multiple compliance-led revisions.
3. **Webinar Coordination (Afatinib Webinar):**
 - Speaker alignment, registration workflows, technical moderation.
 - Post-event feedback analysis and summary reports.
4. **Event Execution (Blood Health Forum – P&G):**
 - Vendor coordination, branding setup, on-ground execution.
 - Compliance documentation and CME approvals.
5. **Digital Content (LinkedIn Carousels):**
 - Festival and awareness-based educational visuals.
 - Layout planning, visual hierarchy, and fact-checking.

5. Key Learnings

- **Process Discipline:** Compliance wasn't a bottleneck—it was the foundation.
- **Scientific Storytelling:** Simplicity without oversimplification was the biggest challenge.
- **Collaboration:** Cross-team interaction taught me adaptability and project ownership.
- **Operational Precision:** Real-time problem-solving during events built confidence.
- **Tool Usage:** Trello, Notion, and shared trackers were essential for managing campaign timelines.

6. Skills Developed

- End-to-end **medico-marketing execution**
- Cross-functional **stakeholder communication**
- Digital content planning (emailers, LinkedIn, webinars)
- **Compliance management** in branding and content
- Project management and vendor handling
- Real-world application of **UCPMP** and global pharma codes

7. Conclusion

This internship at OneAlphamed transformed my understanding of what healthcare communication can be. I learned that medico-marketing is more than content—it's about intention, precision, and partnership. From crafting carousel captions to managing CME logistics, every task demanded integrity and insight.

More than anything, it solidified my belief in the power of **ethical healthcare storytelling** and gave me a strong foundation for a future career in strategic healthcare marketing or medical affairs.