

Internship

Completed at

PharmaACE Analytics Pvt. Ltd.

**Topic: U.S. Osteopenia market analysis: trends
& Industry perspective**

By

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1. Introduction

Internship is an integral part of the MBA (Pharmaceutical Management) program, designed to provide students with industry exposure and practical understanding of healthcare and pharmaceutical domains. It allows students to apply classroom knowledge in real-world scenarios and develop a deeper insight into professional practices, corporate culture, and research methodologies.

I completed my internship at **PharmaACE Analytics Pvt. Ltd.**, a global healthcare analytics and consulting firm specializing in strategic support to pharmaceutical companies. My internship was primarily research-based and aligned with my dissertation titled “**U.S. Osteopenia Market Analysis: Trends and Industry Perspective.**”

The experience provided a comprehensive understanding of the osteopenia landscape in the U.S., including disease burden, treatment options, evolving market trends, unmet needs, and competitive dynamics. Through this internship, I developed critical research skills, improved my understanding of the U.S. pharmaceutical market, and gained exposure to structured healthcare data analysis.

This report outlines my key experiences and learnings from the internship, excluding the dissertation content, and highlights the professional development gained during this period.

2. Objectives of the Internship

The primary objective of the internship was to gain practical exposure to the pharmaceutical industry through a research-oriented project, aligned with the academic requirements of the MBA (Pharmaceutical Management) program. The internship aimed to bridge the gap between theoretical learning and real-world application, particularly within the domain of pharmaceutical market research and strategy.

Specific objectives included:

- To conduct an in-depth market analysis of the **U.S. osteopenia segment**, including trends, treatment landscape, and industry outlook.
- To understand and apply structured research methodologies relevant to pharmaceutical consulting.
- To gain insights into disease epidemiology, market size estimation, and competitor profiling.
- To develop skills in secondary data gathering, literature review, and interpretation of real-world healthcare data.
- To learn how pharmaceutical companies use data-driven insights for strategic planning and decision-making.
- To enhance professional communication, documentation, and presentation skills within a corporate research environment.
- To work with integrity and diligence while adhering to timelines, project goals, and confidentiality standards.

3. Organizational Profile

PharmaACE Analytics Pvt. Ltd. is a global healthcare consulting and analytics firm that partners with leading pharmaceutical and biotechnology companies to deliver data-driven solutions supporting strategic business decisions. Established in 2013, PharmaACE has a strong presence across India, the United States, and Canada, with a team comprising experienced professionals from pharmaceutical, consulting, and analytics backgrounds.

The company specializes in a wide range of services, including **commercial analytics, forecasting, competitive intelligence, health economics and outcomes research (HEOR), market access strategy, and real-world data analytics**. PharmaACE serves clients across various therapeutic areas such as oncology, cardiology, neurology, immunology, rare diseases, and bone health.

What distinguishes PharmaACE is its unique ability to blend deep domain expertise with advanced analytics and storytelling to produce actionable insights for its clients. Their strategic support spans the product lifecycle—from pre-launch research and go-to-market planning to post-launch performance tracking and lifecycle management.

The organization promotes a collaborative and intellectually stimulating environment, making it a preferred workplace for those aiming to build careers in pharmaceutical analytics and consulting.

4. Services Provided by the Organization

1. Forecasting

PharmaACE develops sophisticated forecasting models that leverage epidemiological data, historical sales figures, patient treatment patterns, and market trends. These models help predict the future demand for pharmaceutical products with high accuracy. The forecasting process involves analyzing multiple variables such as disease prevalence, market penetration rates, competitive launches, and seasonal fluctuations. These insights enable companies to optimize manufacturing schedules, supply chain logistics, marketing budgets, and resource allocation, ultimately reducing stockouts and excess inventory.

Example: Forecasting demand for a newly launched osteoporosis drug by incorporating data on diagnosed osteopenia patients, treatment initiation rates, and historical uptake patterns of similar drugs.

2. Business Development and Licensing (BD&L) Solutions

PharmaACE assists clients in identifying strategic opportunities for partnerships, licensing agreements, mergers, and acquisitions. This includes comprehensive market assessments, competitor benchmarking, and due diligence to evaluate potential collaborations' viability and alignment with corporate growth objectives. They provide actionable insights that enable pharma companies to expand their product portfolios, enter new therapeutic areas, and accelerate time-to-market.

Example: Conducting an in-depth market opportunity assessment for a biosimilar entering the bone health segment, identifying potential licensing partners, and advising on negotiation strategies.

3. Competitive Intelligence

Understanding the competitive landscape is critical in the pharmaceutical industry. PharmaACE delivers detailed competitor profiling and market intelligence, analyzing factors such as product pipelines, clinical trial progress, pricing strategies, marketing campaigns, and market share shifts. This continuous monitoring allows clients to anticipate competitor moves, identify gaps in their own strategy, and exploit emerging market opportunities.

Example: Tracking competitors' promotional activities and new product launches in the osteoporosis and osteopenia markets to recommend adjustments in marketing strategy.

4. Primary Market Research

PharmaACE conducts extensive primary research employing qualitative and quantitative methodologies. Through surveys, interviews, focus groups, and advisory boards involving healthcare professionals, key opinion leaders (KOLs), and patients, they gather first-hand insights on prescribing behaviors, treatment preferences, unmet needs, and market perceptions. This research informs product development, marketing messaging, and sales strategies.

Example: Running a survey among endocrinologists and rheumatologists to understand preferences and barriers in prescribing new osteopenia therapies.

5. Creatives and Graphics

Effective communication is essential in healthcare marketing. PharmaACE's creative team designs visually engaging and scientifically accurate marketing materials such as sales aids, infographics, presentations, and digital content. These creatives help pharma sales teams articulate product benefits clearly and resonate with healthcare professionals and patients.

Example: Designing a detailed infographic illustrating the mechanism of action and clinical benefits of a new bone-strengthening agent for use in sales meetings and digital campaigns.

6. Advanced Analytics

PharmaACE applies advanced analytical techniques including predictive modeling, machine learning algorithms, and data mining to uncover patterns and trends from vast healthcare datasets. These analytics support decision-making across market access,

patient segmentation, campaign effectiveness, and risk stratification, enabling personalized marketing and resource optimization.

Example: Using machine learning to segment osteopenia patients based on risk factors and likely treatment adherence, helping to target marketing efforts more effectively.

7. Data Management, Master Data Management (MDM), and Data Stewardship

PharmaACE ensures data integrity and consistency across multiple sources through rigorous data governance practices. Their Master Data Management services involve consolidating and cleansing data to create a unified and accurate dataset. Effective data stewardship maintains data security, quality, and accessibility, enabling reliable reporting and analytics.

Example: Integrating sales, prescription, and epidemiological data into a single data warehouse to facilitate comprehensive market analysis.

8. Chart Audit

PharmaACE performs detailed audits of patient medical charts to assess real-world treatment patterns, adherence to therapy, safety outcomes, and clinical practice compliance. This service provides valuable real-world evidence that complements clinical trial data and informs healthcare decision-making and reimbursement strategies.

Example: Analyzing patient charts to evaluate adherence rates to osteopenia medications and identify reasons for discontinuation or switching.

9. Sales Analytics and Operations

PharmaACE provides insights into sales force effectiveness, territory alignment, customer segmentation, and promotional impact. By analyzing sales data and field operations, they help optimize resource allocation, improve sales coverage, and enhance customer engagement, leading to increased market penetration and revenue growth.

Example: Evaluating the performance of sales representatives in targeting high-prescribing physicians for osteopenia treatments and recommending adjustments in territory coverage.

10. Business Intelligence

The organization delivers robust business intelligence solutions through interactive dashboards, automated reporting, and data visualization. These tools enable stakeholders to monitor key performance indicators, track market developments, and access real-time insights, facilitating timely and informed strategic decisions.

Example: Creating a dashboard that tracks monthly prescription volumes, market share trends, and competitor activities for multiple bone health products.

5. Key Activities / Projects Undertaken Other Than Dissertation

Apart from the primary focus on my dissertation project, my internship at PharmaACE involved extensive research-based activities that significantly enhanced my understanding of the osteopenia market and the pharmaceutical industry landscape. These activities primarily included:

- **In-depth Market Research:** I conducted comprehensive secondary research to gather and analyze data related to the epidemiology, treatment patterns, and market dynamics of osteopenia in the United States. This involved reviewing scientific literature, market reports, and public health databases to build a solid knowledge base.
- **Data Interpretation and Analysis:** I worked on interpreting various datasets and market information related to osteopenia therapies, including prescription trends and competitive landscapes. This helped me develop skills in critical analysis and synthesizing complex data into actionable insights.
- **Understanding Therapeutic Areas and Industry Trends:** Through continuous research and study, I gained a deeper understanding of the osteopenia therapeutic area, including patient demographics, unmet medical needs, and emerging treatment options. Additionally, I became familiar with broader pharmaceutical industry trends such as drug development pipelines and market access challenges.
- **Report Preparation and Documentation:** I documented my research findings and insights systematically, which helped improve my technical writing and report preparation skills. These reports served as the foundation for my dissertation as well as internal knowledge sharing.
- **Learning Industry Tools and Terminology:** Although my work was primarily research-based, I was introduced to various pharmaceutical market research methodologies and industry-specific terminology, which enriched my overall learning experience and prepared me for future roles in pharmaceutical consultancy.

6. Key Learnings from Internship

My internship at PharmaACE was a valuable learning journey that significantly enhanced both my theoretical knowledge and practical understanding of the pharmaceutical industry, particularly in the area of osteopenia market research. Some of the key learnings from this internship are:

- **Comprehensive Market Understanding:** I gained a deep insight into the osteopenia therapeutic area, including patient demographics, disease epidemiology, treatment options, and emerging trends. This helped me appreciate the complexities involved in pharmaceutical market dynamics and the importance of detailed research for informed decision-making.

- **Research Methodologies:** The internship strengthened my skills in secondary market research, data interpretation, and competitive analysis. I learned how to systematically gather information from diverse sources such as scientific journals, market reports, and public databases, and analyze this data to generate meaningful insights.
- **Analytical Thinking and Data Synthesis:** Working with large volumes of market data taught me to critically analyze information, identify relevant patterns, and synthesize findings in a coherent manner. This skill is essential for making strategic recommendations in the pharmaceutical domain.
- **Industry Terminology and Tools:** Exposure to pharmaceutical market research terminology, data metrics, and reporting formats helped me become familiar with industry-specific language and workflows, preparing me for future roles in healthcare analytics and consulting.
- **Report Writing and Documentation:** The process of compiling research findings and preparing structured reports improved my technical writing skills. I learned how to present complex information clearly and concisely for different audiences, including academic mentors and industry professionals.
- **Professionalism and Work Ethic:** The internship experience enhanced my time management, discipline, and ability to work independently on research projects, meeting deadlines while maintaining quality and accuracy.
- **Linking Theory with Practice:** Most importantly, the internship allowed me to apply concepts learned during my MBA coursework to real-world industry problems, bridging the gap between academic knowledge and practical application in pharmaceutical market research.