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INTERNSHIP REPORT

Introduction

The internship was undertaken as part of the MBA (Pharmaceutical Management) curriculum at IIHMR University, Jaipur. It was hosted by Impeerical Consulting Pvt. Ltd., a healthcare-focused research and strategy firm, from March 10 to May 31, 2025.

The core focus of the internship was a live market research project commissioned by Remidio Innovative Solutions Pvt. Ltd., a Bangalore-based MedTech company specializing in portable ophthalmic diagnostic tools. The study involved understanding clinician satisfaction and perception regarding Instaref, Remidio's flagship portable autorefractometer.

This internship provided a critical opportunity to bridge academic knowledge with industry practice. It offered immersive exposure to the dynamics of India's ophthalmology diagnostics sector, field-based data collection, qualitative analysis, client interaction, and real-world problem-solving.

Objectives of the Internship

- To gain exposure to practical applications of healthcare market research methodologies in a consulting setting.
- To study the MedTech product lifecycle, from clinical usability to post-sales perception in real-world healthcare setups.
- To develop insights into clinician behavior and satisfaction across different city tiers in India (Semi-Metro, Tier 2, and Tier 3).
- To assess and benchmark Remidio's Instaref against competing devices from Nidek, Optopol, and Matrix.
- To understand the influence of service support, ROI expectations, and digital capabilities in MedTech adoption decisions.
- To contribute to actionable strategic recommendations that could guide Remidio's product, service, and marketing strategies.

Organizational Profile

Impeerical Consulting is a boutique healthcare consulting firm that specializes in customized market research, competitive intelligence, and go-to-market strategy development. The firm serves both Indian and global clients across the pharmaceutical, diagnostics, biotechnology, and MedTech sectors.

Core Service Domains:

1. Primary Research: In-depth interviews, surveys, stakeholder mapping.
2. Secondary Research: Competitor landscaping, market sizing, policy tracking.
3. Therapy Area Expertise: Cardiology, Oncology, Endocrinology, Ophthalmology, Nephrology.
4. Strategic Deliverables: SWOT analyses, PPT presentations, benchmarking dashboards.
5. Clientele: Ranges from large multinationals to fast-growing startups.

Impeerical is known for its ability to gather feedback from clinicians and patients across hard-to-access geographies, particularly in Tier 2/3 cities.

Services Provided by the Organization

During my internship, I observed and contributed to several of the organization's consulting services:

1. Healthcare Market Intelligence
 - Physician perception and satisfaction surveys
 - Brand awareness and product preference mapping
 - Customer journey studies
2. Strategic Research & Insights
 - SWOT, SERVQUAL, and brand audit frameworks
 - Competitor benchmarking
 - City-tier segmentation and ROI modeling
3. Field Research Planning
 - Designing sampling frameworks
 - Geographic segmentation
 - Respondent scheduling
4. Reporting & Communication
 - Drafting client deliverables
 - Data visualization: charts, SWOT tables, matrices
 - Documentation: transcripts, codebooks, update decks

Key Activities/Projects Undertaken Other Than Dissertation

A. Physician Database Development

- Mapped 200+ specialists from Tier 1 cities for benchmarking.
- Validated hospital affiliations and contact details.

B. Secondary Research for Whitepapers

- Drafted structured inputs on AI in ophthalmology and nephrology.

C. Oncology Market Mapping

- Supported CDK4/6 inhibitor mapping in breast cancer.

D. Client Readiness Support

- Created briefing docs for pediatric eye screening project.

E. Research Tool Development

- Designed SERVQUAL-based guides and Excel calculators.

Key Learnings from the Internship

1. Research Design & Execution

- Developed guides using SERVQUAL and UCD.
- Conducted clinician interviews.

2. Data Analysis & Interpretation

- Translated qualitative feedback into themes.
- Built dashboards for visual analysis.

3. Product Strategy Insight

- Understood rural vs. metro MedTech needs.
- Analyzed factors influencing device selection.

4. Cross-Functional Exposure

- Worked with project managers and analysts.
- Supported design and visualization.

5. Communication & Documentation

- Wrote reports for senior stakeholders.
- Prioritized clarity in research communication.

6. Industry Acumen

- Gained insights into the ophthalmology market.
- Understand financing models, service expectations.