

INTERNSHIP REPORT

On

EXPLORING THE ROLE OF AI IN ADDRESSING HEALTHCARE CHALLENGES: A DOCTOR CENTRIC APPROACH



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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IIHMR-U/02/2023-25/0557

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MANKIND SPECIALITIES



INTERNSHIP REPORT

Introduction

This report details my comprehensive internship experience at Mankind Specialities, one of India's leading pharmaceutical companies, known for its broad range of healthcare products and commitment to innovation based in Mumbai, India. The internship spanned three months, during which I engaged in projects and activities that provided deep insights into the pharmaceutical industry, particularly in the areas of brand management, product development, and marketing of advanced healthcare solutions. This experience was invaluable in bridging the gap between theoretical knowledge and practical application in a real-world corporate environment.

Objective

- To understand the real challenges faced by doctors in their daily practice and hospital settings.
- To identify the specific problems doctors experience in areas like patient management, diagnosis, treatment planning, and hospital operations.
- To explore how artificial intelligence (AI) tools can help doctors overcome these challenges.
- To suggest practical AI-based solutions that can improve doctors' workflow and make healthcare delivery more efficient.
- To connect real-world problems with appropriate AI technologies that support better patient care.

Organizational Profile

Mankind Pharma is one of India's leading pharmaceutical companies, known for offering a wide range of healthcare products and solutions. Based in New Delhi, the company is committed to improving patient lives by providing high-quality, affordable medicines. Mankind has a strong presence in areas like cardiology, diabetes, gastrointestinal health, dermatology, and over-the-counter (OTC) products. It focuses not just on product development, but also on understanding evolving healthcare needs and offering innovative solutions.

Mankind Pharma History:

So, this goes back to the year 1991. The company was born to Ramesh Juneja and his younger brother Rajeev Juneja. The operations office began in 1995 with a team of just 53 Medical Representatives and Managers. They indeed had big dreams.

Over nearly two decades, this small team has evolved into one of [India's top 10 pharmaceutical companies](#). Their journey is a tale of vision, growth, and relentless pursuit of better healthcare.

- In 2004, Mankind launched 'Amlokind' and 'Glimestar' tablets.

- By **2005**, set up its first manufacturing facility in Paonta Sahib, Himachal Pradesh. This year also saw Mankind enter the ophthalmic pharmaceutical segment with the introduction of Lubistar and Tobstart eye drops.
- In **2007**, Mankind ventured into the consumer healthcare segment with the launch of the 'Manforce' brand. They also made their entry into the animal healthcare sector with Bandykind and Ceficore.
- In **2009**, Mankind opened a new manufacturing unit at Unit 2, Paonta Sahib.
- As **2010** arrived, Mankind introduced the 'Preganews' brand.
- In **2012**, establishment of Mankind's first R&D center at IMT Manesar, Haryana.
- In **2014**, Mankind continued its growth by acquiring Shree Jee Laboratory Private Limited and opening a new manufacturing facility at Unit III, Paonta Sahib.
- As **2019** unfolded, Mankind entered the female infertility segment. The company launched Dydroboon tablets.
- In **2020**, Mankind Pharma further expanded its horizons by incorporating Lifestar Pharmaceuticals Private Limited in Nepal. It also entered new specialty therapeutic areas, launching 'Cilaheart' and 'Epifast' tablets for cardiovascular drugs.
- The year **2021** brought more milestones. The company established Mankind Pharma FZ LLC in Dubai, marking its continued global expansion.
- **2022** was a year of strategic acquisitions and new ventures. Mankind acquired pharmaceutical formulation brands from Panacea Biotec and entered the oncology segment. This year also saw the acquisition of brands named Daffy and Combihale from Dr. Reddy's.
- In **2023**, Mankind achieved a significant milestone by getting listed on NSE and BSE. They also launched international quality API products and in-licensed Symbicort from AstraZeneca.

In the current year, Mankind Pharma has achieved significant milestones.

Here are the key achievements and strategic moves for 2023-2024

- **IPO Milestone:** Mankind Pharma went public in April 2023.
- **Acquisition of Bharat Serums and Vaccines:** Mankind Company announced the acquisition of Bharat Serums and Vaccines for around ₹13,630 cr.
- **Fundraising Initiative:** It has raised over ₹9,000 crore through non-convertible debentures (NCDs) and short-term commercial paper to support the Bharat Serums acquisition.
- **New Product Launches:** Introduced two new products in the US, taking the total to 41.

Services Provided by the Organization

Mankind Pharma offers a broad range of services including:

- Manufacturing and marketing of pharmaceutical and healthcare products.
- Providing affordable medicines across different therapeutic areas.
- Running healthcare awareness campaigns.
- Working towards innovation and quality enhancement in the healthcare sector.

Key Activities and Projects Undertaken

During my internship, I worked mainly on the topic "**AI in Healthcare.**"

Here are the key activities I was involved in:

- **Doctor Survey:**
I conducted a survey of around 74 doctors to understand the challenges they face in

hospitals. The survey covered issues related to patient management, diagnosis, workflow, and system inefficiencies.

- **Research on AI Tools:**
After identifying the key challenges, I researched specific AI tools and solutions that could help doctors address these problems. This included AI tools for diagnostics, patient management, treatment planning, and hospital administration.
- **Market Analysis of Diabetes:**
Alongside the main project, I learned about the market landscape for diabetes care, understanding the major players, market trends, and future opportunities.
- **Excel Skills:**
I enhanced my skills in Microsoft Excel, especially in data analysis, creating reports, and organizing survey results systematically.
- **Understanding Thyroid Market Campaigns:**
I also gained exposure to marketing campaigns in the thyroid therapy segment. This helped me understand how pharmaceutical companies plan and execute strategies to promote their products.

Key Learnings from the Internship

- **Real-world Application of AI:**
I learned how AI can be practically used to solve real problems in healthcare and where the industry currently stands in terms of AI adoption.
- **Market Research and Analysis:**
I understood how to conduct a market analysis, especially in the chronic disease segment like diabetes and thyroid disorders.
- **Data Handling and Excel Proficiency:**
I became more confident in using Excel for data collection, organization, and basic analysis.
- **Healthcare Marketing Insights:**
I got an overview of how marketing campaigns are created in the pharmaceutical industry and how companies position their products to meet healthcare needs.
- **Professional Development:**
Through interactions with my mentors and real-time projects, I improved my research, analytical thinking, and communication skills.