INTERNSHIP REPORT

On

Micro Segmentation In Pharmaceutical Marketing: Leveraging Digital Behavioural Data For Hyper-Personalized Brand Propositions

The IIHMR University, Jaipur

for the partial fulfillment for the award of the degree of

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(MBA)

in

Pharmaceutical Management

by

Pratik Patil
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Under the Supervision and Guidance of

Dr. Saurabh Kumar Banerjee
Dean and Associate Professor
(School of Pharmaceutical Management)
IIHMR University, Jaipur

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Introduction

Digital transformation has reshaped marketing practices across industries, and the pharmaceutical sector is no exception. With increasing pressure to deliver value-based care and personalized interactions, pharma companies are investing in tools like customer relationship management (CRM) platforms, artificial intelligence (AI), and big data analytics. The shift from transactional promotion to relational engagement calls for strategies that go beyond broad targeting. In this context, **micro-segmentation**—the practice of dividing the target audience into ultra-specific groups based on behavioral, emotional, or demographic data—has emerged as a powerful method. Coupled with **personalized content delivery**, it offers the potential to foster deeper trust and responsiveness among healthcare professionals.

Objective

1. To understand the role of micro-segmentation in improving digital marketing outcomes for pharmaceutical brands.
2. To assess the impact of personalized content delivery on HCP engagement in the Indian context.
3. To identify challenges, opportunities, and ethical considerations in implementing these strategies.

Organizational Profile

IIHMR University has a multi-disciplinary faculty team that is extensively engaged in academics, research, training, consultancy, partnerships, and collaborations. IIHMR University offers the following postgraduate programs: MBA (Hospital and Health Management), MBA (Pharmaceutical Management), MBA (Development Management), and MBA (Healthcare Analyties). The Johns Hopkins Bloomberg School of Public Health, USA, offers an MPH program in cooperation with IIHMR University, Jaipur. IIHMR University offers an MPH (Implementation Science) program under the WHO-TDR postgraduate training scheme

Key Activities and Projects Undertaken

1. Comprehensive Secondary Research

- Collected and studied over 40+ reputed industry reports, whitepapers, academic journals, and CRM dashboards from sources like McKinsey, IQVIA, Veeva, Deloitte, and Docplexus.
- Conducted comparative analysis between global and Indian pharmaceutical markets in terms of digital maturity and marketing personalization practices.

2. Literature Review and Thematic Synthesis

- Synthesized concepts related to micro-segmentation, omnichannel engagement, and AI-driven personalization.
- Identified research gaps in Indian pharma's adoption of personalized digital marketing strategies.

3. Development of Conceptual Framework

- Created a strategic model demonstrating how Indian pharma companies can implement micro-segmentation using behavioral, emotional, and prescriptive data analytics.
- Integrated tools such as AI, machine learning, and CRM platforms (Veeva, Docplexus) in the framework.

4. Digital Tool and Technology Analysis

- Analyzed the functionality and impact of key platforms like Veeva CRM, Docplexus, and Curofy in delivering personalized HCP engagement.
- Studied automation tools, cloud platforms (e.g., AWS, Google Cloud), and content personalization engines used in pharma marketing.

5. Case Study Evaluation

- Evaluated real-world case studies of pharma giants like Pfizer, Novartis, Sanofi, Boehringer Ingelheim, and Roche on how they executed personalized digital marketing campaigns.
- Mapped success metrics such as increase in HCP engagement rate, Net Promoter Score (NPS), and Return on Marketing Investment (ROMI).

Key Learnings from the Internship

- **Real-world Application of microsegmentation**:
  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.