

INTERNSHIP REPORT

“Value co-creation through healthcare ecosystem partnership: A new framework for pharmaceutical brand positioning”

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1. INTRODUCTION

The pharma industry is shifting from product-centric to value-based strategies. Value co-creation-collaboration between pharma companies and stakeholders like doctors, patients, and digital platforms-enhances brand trust and positioning within a connected healthcare ecosystem.

2. RESEARCH QUESTIONS

- How many years of experience do you have in your profession?
- Have you ever experienced any collaborations between pharma companies and healthcare providers or patients?
- How important do you think value co-creation is for building a pharmaceutical brand?
- According to you, which stakeholders are most important in co-creating value with pharma companies?

3. LITERATURE REVIEW

Studies show that co-creation, digital engagement, and collaboration improve patient outcomes and brand trust. However, integration into pharma branding remains limited, especially in emerging markets.

4. OBJECTIVES

- To evaluate awareness of co-creation.
- To identify key co-creating stakeholders.
- To Propose a co-creation-based branding framework.

5. HYPOTHESIS

Value co-creation in healthcare ecosystems enhances pharma brand positioning and trust.

6. DATA COLLECTION PROCEDURE

Primary data was collected through a self-administered Google Form survey circulated to patients, students, and caregivers across different forums. Secondary data was gathered from journal articles, case studies, and online databases.

7. STUDY DESIGN

The study used a descriptive cross-sectional design.

8. DURATION OF STUDY

April 2025 – May 2025

9. SAMPLE SIZE

Total respondents: 43

- 15 Healthcare/Pharmacy Students
- 10 Chronic Disease Patients
- 13 Digitally Aware Respondents
- 5 Caregivers

10. SAMPLING TECHNIQUE

Convenience sampling

11. PRIMARY DATA

Collected using structured questionnaires shared via Google Forms.

12. SECONDARY DATA

Reviewed from peer-reviewed journals, online healthcare marketing articles, and regulatory reports.

13. DATA ANALYSIS PLAN

Responses were recorded in Microsoft Excel and analyzed using basic statistical tools including percentages, bar charts, and comparative analysis.

14. OPERATIONAL DEFINITIONS

- **Value Co-Creation:** Joint stakeholder participation in healthcare delivery.
- **Healthcare Ecosystem:** Integrated network of care and digital services.
- **Brand Positioning:** Strategic brand identity and trust building.

15. ETHICAL CONSIDERATIONS

The survey was anonymous, voluntary, and obtained verbal consent. No sensitive personal data was collected.

16. IMPLICATIONS OF STUDY

The study reveals that value co-creation enhances pharmaceutical brand positioning by fostering trust, better engagement, and improved patient outcomes. Doctors, hospitals, and patients are key contributors in this process. Digital tools like mobile apps and CRM systems support effective collaboration. However, challenges such as low awareness, HCP resistance, and limited communication hinder adoption. Addressing these barriers can strengthen stakeholder partnerships and promote a more patient-centric brand strategy.

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