

Internship Report

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Course: MBA in Pharmaceutical Management

Institution: IIHMR University, Jaipur

Introduction

The internship is an essential part of the MBA in Pharmaceutical Management program at IIHMR University, Jaipur. It allows students to apply classroom learning to real-life situations in the pharmaceutical industry. From March 10 to May 31, 2025, I completed my internship under the guidance of Mr. Vivek Hattangadi, a well-known expert in healthcare branding and marketing in India.

I interned with the Institute of Healthcare Branding and Communication (IHBC), founded and led by Mr. Hattangadi. This organization is known for providing strategic support and training to pharmaceutical professionals, helping them become better brand builders. The institute is respected for promoting patient-centered marketing strategies and effective communication methods tailored to the Indian pharma market.

As part of my internship, I worked on a dissertation titled: “Reshaping Healthcare Provider Perceptions: Developing an Integrated Marketing Framework for Biosimilar Adoption in Specialty Care.”

The project involved understanding how healthcare professionals perceive biosimilars, what challenges they face in prescribing them, and what kind of support or information would help improve their confidence. Through a mix of surveys and literature review, I developed a marketing strategy aimed at increasing the acceptance and use of biosimilars in specialty care settings.

Overall, the internship was a valuable learning experience. It helped me build important skills in research, branding, marketing communication, and strategy development. Working under the mentorship of Mr. Vivek Hattangadi gave me deep insights into the pharma industry and helped me grow both personally and professionally.

Objectives of Internship

1. To apply theoretical concepts of pharmaceutical management to real-world healthcare branding and market research.
2. To conduct primary and secondary research to understand healthcare provider perceptions on biosimilars.
3. To develop a data-backed marketing framework addressing barriers to biosimilar adoption.
4. To learn the nuances of pharmaceutical branding under the mentorship of an industry expert.
5. To gain practical exposure in research writing, data analysis, and strategic marketing planning.

Organizational Profile

The Institute of Healthcare Branding and Communication (IHBC), led by Mr. Vivek Hattangadi, is a pioneering platform dedicated to training, mentoring, and consulting in the field of pharmaceutical branding and marketing. With decades of industry experience, Mr. Hattangadi has established IHBC as a leading name in scientific branding practices, especially for India's growing pharmaceutical sector.

The organization is focused on transforming pharmaceutical marketing by promoting human-centric strategies that go beyond conventional promotion techniques. Instead of relying only on product features and data, IHBC emphasizes emotional connection, patient-oriented messaging, and value-based communication — reflecting the principles of Kotler's Human-to-Human (H2H) marketing.

IHBC's work spans across various areas, including skill development for brand managers, branding strategy formulation, academic collaborations, and creation of engaging marketing content. It also supports young professionals and MBA students through hands-on training, insightful projects, and guided internships that prepare them for real-world challenges.

Mr. Hattangadi's approach combines deep marketing knowledge with storytelling and empathy — helping pharmaceutical companies connect better with healthcare providers and patients. Under his leadership, IHBC continues to influence how brands are built, positioned, and sustained in the healthcare space.

Services Provided by Organization

The Institute of Healthcare Branding and Communication (IHBC) provides a variety of specialized services tailored to the needs of the pharmaceutical industry. These include:

1. Strategic guidance in developing branding frameworks for pharmaceutical products.
2. Skill enhancement programs and interactive workshops designed specifically for current and aspiring brand managers.
3. Educational modules focused on healthcare communication and marketing techniques relevant to the pharma sector.
4. Academic support through supervision and mentorship for MBA students working on research and industry projects.
5. Custom content development and marketing support aligned with the goals of pharmaceutical companies and professionals.

Key Activities/ Projects Undertaken Other than Dissertation

Apart from working on the dissertation, I was actively involved in several other tasks that enriched my learning experience:

1. Collaborated on reviewing brand strategies and communication plans of pharmaceutical products under the mentorship of Mr. Vivek Hattangadi.
2. Studied and critiqued promotional tools and marketing material used by well-known pharma brands.
3. Conducted in-depth secondary research to understand how chronic therapy segments are branded and positioned in the market.
4. Assisted in drafting content for academic and training resources related to healthcare branding.
5. Participated in discussions focused on emotional branding, storytelling, and building consumer trust using human-centric marketing approaches.

Key Learnings from Internship

The internship proved to be a highly enriching experience with valuable takeaways, including:

1. A deeper understanding of healthcare professionals' attitudes towards biosimilars and the factors influencing their prescription choices.
2. Hands-on experience in designing a marketing framework based on Kotler's H2H (Human-to-Human) philosophy, emphasizing emotional engagement.
3. Gained clarity on how trust, pricing, involvement of key opinion leaders (KOLs), and transparency from regulators impact brand adoption.
4. Strengthened technical skills in designing surveys, visualizing data, and interpreting market research specific to the pharma industry.
5. Enhanced my grasp of pharmaceutical branding—especially around value communication, positioning, and differentiation.
6. Learned the significance of storytelling and the use of local language in gaining patient and doctor trust.
7. Benefited immensely from the guidance of Mr. Vivek Hattangadi, whose mentorship added depth and industry relevance to my learning journey.