

**Exploring the Role of Digital Transformation in Strengthening India's
Healthcare Ecosystem: Current Impact and Future Trajectories**

Internship at

IIHMR University



The IIHMR University, Jaipur

for the partial fulfilment of the award of the degree of

Master of Business Administration (MBA)

In

Pharmaceutical Management

By

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Under the Supervision and Guidance of

Dr. Sudhinder Singh Chouhan

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1. Introduction

As part of the academic requirements of the MBA (Pharmaceutical Management) program at IIHMR University, students are expected to undertake an internship that bridges theoretical knowledge with practical applications. The internship program is designed to expose students to the internal workings of healthcare and research institutions, offering them hands-on experience and insights into healthcare systems management, digital innovation, public health policy, and academic research.

I completed my internship at IIHMR University, Jaipur, a leading institution known for its multidisciplinary approach to health management. Under the mentorship of Mr. Sudhinder Singh Chouhan, I engaged in various academic, analytical, and research-oriented tasks. This experience provided an opportunity to explore the application of management principles in healthcare settings while building my professional skillset and understanding of real-world challenges in pharmaceutical and health systems management.

2. Objectives of the Internship

The internship was aligned with the following learning and professional development goals:

- To understand the operations and internal structure of a reputed academic and research institution in the healthcare sector.
- To gain insights into research methodologies, particularly in health informatics and digital transformation studies.
- To assist in academic and departmental tasks, thereby learning project coordination, data management, and communication skills.
- To enhance critical thinking and analytical abilities by contributing to faculty-led initiatives and ongoing healthcare projects.
- To explore the interplay between technology and healthcare through workshops and field insights.

Through this internship, I aimed to supplement my classroom learning with practical experiences that are essential for a career in pharmaceutical and healthcare management.

3. Organizational Profile

IIHMR University, Jaipur (Indian Institute of Health Management Research) is a pioneering higher education institution focused exclusively on health management research and training. Established in 1984, it has consistently been ranked among the top healthcare management institutions in South Asia.

The university offers programs in Hospital and Health Management, Pharmaceutical Management, and Development Management. It is internationally known for its public health research, academic rigor, and capacity-building initiatives supported by agencies like the

World Health Organization (WHO), United Nations Development Programme (UNDP), and the Ministry of Health and Family Welfare, Government of India.

Key focus areas of IIHMR include:

- Health systems research and evaluation
- Public health and policy analysis
- Healthcare technology assessment
- Hospital operations and quality management
- Digital transformation in healthcare

With a strong emphasis on evidence-based decision-making and academic excellence, IIHMR plays a vital role in shaping healthcare delivery and policy in India and abroad.

4. Services Provided by the Organization

During my internship, I was actively involved in several academic and research-based services offered by IIHMR University. These services reflect the institution's commitment to excellence in healthcare education and research:

- **Health Research Support:** IIHMR conducts applied research in areas such as digital health, pharmaceutical economics, maternal and child health, and public health policy. I contributed by reviewing published papers, summarizing literature, and assisting with data extraction.
- **Workshops and Capacity Building:** The university regularly organizes workshops on health informatics, AI in public health, and research methods. I participated in several of these and helped coordinate online sessions.
- **Digital Health Initiatives:** IIHMR is deeply involved in studying the impact of telemedicine, health IT systems, and EHR adoption in India. I was exposed to ongoing discussions around national digital health policy and its implementation.
- **Academic Support Services:** Assisted in designing student assessments, compiling resource materials, and supporting departmental reviews, helping me understand academic administration in a healthcare context.

5. Key Activities/Projects Undertaken Other Than Dissertation

Apart from my dissertation on digital transformation in healthcare, I participated in various departmental and cross-functional activities, such as:

a) Literature Review & Research Mapping

I worked under the supervision of Mr. Sudhinder Singh Chouhan on a scoping review of digital health innovations in India. This involved using databases like PubMed, Google Scholar, and WHO reports to compile recent evidence on AI in diagnostics, mHealth apps, and EHR systems.

b) Data Management Projects

I supported a team handling student performance analytics and internship feedback collection. These tasks improved my proficiency in MS Excel, survey design, and graphical presentation of data.

c) Seminars & Guest Lectures

I attended expert talks by public health officials and pharmaceutical industry leaders on topics such as “Pharma Supply Chain Disruption Post-COVID,” “Telemedicine Ethics,” and “Digital Health Startups in India.” I also helped prepare session briefs and post-session summaries.

d) Interdepartmental Coordination

I contributed to compiling quarterly activity reports for the School of Pharmaceutical Management. This involved coordinating with various faculty members and understanding how academic outputs are tracked and reported institutionally.

e) Healthcare Policy Briefs

Drafted a brief on India’s Ayushman Bharat Digital Mission (ABDM), focusing on its objectives, stakeholder roles, and implementation challenges. This helped me grasp how national health missions are operationalized.

6. Key Learnings from Internship

The internship at IIHMR University was transformative, both professionally and intellectually. It enhanced my academic knowledge while developing soft skills necessary for working in multidisciplinary healthcare teams. The key takeaways include:

- **Research and Analytical Thinking:** Exposure to structured literature reviews and evidence synthesis taught me how to critically evaluate sources and contribute to scholarly research.
- **Understanding of Digital Health Trends:** Through guided study and project work, I developed a deeper understanding of telehealth systems, health apps, IoT devices, and national digital initiatives like ABDM.
- **Project Management Skills:** Contributing to academic documentation and seminar coordination sharpened my time management and communication abilities.
- **Awareness of Ethical and Policy Challenges:** I learned about data privacy, digital health equity, and the practical hurdles in scaling up technology in resource-constrained settings.
- **Mentorship and Guidance:** Mr. Sudhinder Singh Chouhan provided timely support, constructive feedback, and regular engagement, fostering both personal and professional growth.