

Internship at B – BLACK BELT BRAND BUILDERS

By

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Internship Report

Introduction

This internship report is based on a mixed-method study that explored how Human-to-Human (H2H) marketing strategies can create emotional value in the management of chronic diseases. The study aimed to understand the role of emotional connection between patients and healthcare providers, and how this connection impacts treatment adherence and long-term care outcomes.

Objectives of Internship

- To explore the emotional dimensions of chronic disease management.
- To assess how H2H marketing can enhance patient-provider relationships.
- To examine patient perceptions regarding emotional support in medication adherence.
- To gather practical exposure in healthcare marketing and patient engagement strategies.

Organizational Profile

The internship was conducted at **B – BLACK BELT BRAND BUILDERS**, a healthcare-focused organization working at the intersection of pharmaceutical marketing, patient education, and chronic disease care. The organization provides a platform for healthcare research, professional training, and consulting in the field of pharma marketing and behavioral health strategies.

Services Provided by Organization

- Marketing consulting for pharmaceutical brands.
- Patient engagement strategy development.
- Training in healthcare communication and soft skills.
- Research and data-driven insights in patient behavior and chronic disease trends.

Key Activities/Projects Undertaken Other than Dissertation

- Assisted in designing emotional engagement modules for chronic care product lines.
- Participated in a workshop on patient-centric branding strategies.
- Contributed to the development of educational material on medication adherence.
- Supported a field survey analyzing emotional triggers in healthcare communication.

Key Learnings from Internship

- Understood the significance of emotional intelligence in healthcare communication.
- Gained practical exposure to H2H marketing techniques used in chronic care branding.
- Recognized the emotional burden carried by both patients and caregivers in chronic illness management.
- Developed skills in mixed-method research design, field data collection, and patient interviews.