

Understanding Customer Perception & Satisfaction: Insights from Ophthalmologists Using Remidio's Devices in India

Internship Report Submitted to



The IIHMR University, Jaipur

for the partial fulfillment for 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. Ashok Peepliwal

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INTERNSHIP REPORT

Impeerical Consulting Pvt. Ltd.

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Institute: IIHMR University, Jaipur

Internship Duration: March – May 2025

Mentor at Organization: Prof. Dr. Manas Ranjan Rout, Director

Faculty Guide: Prof. Dr. Ashok Peepliwal

Department: Market Intelligence and Consulting

1. Introduction

The internship at Impeerical Consulting was designed to offer hands-on experience in the life sciences consulting domain, with a strong focus on market research, competitive intelligence, and strategy development for pharmaceutical and med-tech clients. As a Research Associate, I contributed to real-time client projects involving brand performance analysis, SWOT benchmarking, stakeholder perception studies, and evidence-based reporting.

2. About Organisation

Impeerical Consulting is a specialist market research, intelligence, and consulting firm founded in 2023, with a strong focus on the healthcare and life sciences sector—including pharmaceuticals, medical devices, equipment, diagnostics, consumables, and surgical products . With a growing global footprint spanning Asia and Africa, the firm supports healthcare clients in over 10 countries by delivering market dynamics insights, competitor activity monitoring, and strategic guidance .

Leveraging both qualitative and quantitative methodologies, Impeerical provides tailored services such as primary market research, secondary research from public sources, syndicated trackers (e.g., institutional-level, IVF cycles, fertility, and equipment installations), government liaison support, medical event management, and licensing facilitation .

The firm is backed by a robust expert panel—over 63,000 professionals across specialties like oncology, cardiology, diabetology, gastroenterology, nephrology, and more—providing in-depth access to key opinion leaders and market actors . Based in India, Impeerical Consulting offers round-the-clock support and has successfully completed 100+ projects for more than 20 clients within its first year .

3. Learning Beyond the Dissertation Project

a. Brand Competitive Intelligence (CI)

- Participated in the execution of CI projects for pharmaceutical brands like **Vyamda** (Novartis) and **Remidio Innovative Solutions**.

- Conducted secondary research from databases, journals, and conference archives to map brand positioning, product USPs, and promotional activities.
- Contributed to in-depth SWOT analysis and key takeaway decks for internal reviews and client presentations.

Key Learnings:

- Understanding CI tools and frameworks used in pharma strategy.
- Translating data into actionable insights for strategic recommendations.
- Importance of triangulation and validation in research.

b. Field Insights and Stakeholder Mapping

- Assisted in data collection from ophthalmologists and physicians through structured questionnaires.
- Contributed to segmentation of stakeholders based on specialty, geography, and adoption behavior.
- Supported CRM database updates and analysis of adoption patterns for diagnostic devices.

Key Learnings:

- Ground-level insights are critical for formulating realistic market strategies.
- Questionnaire design impacts data quality and research outcomes.
- Exposure to stakeholder journey mapping across therapy areas.

c. Consulting Deliverables and PPT Synthesis

- Prepared detailed PowerPoint reports for multiple client engagements, synthesizing both qualitative and quantitative data.
- Visualized market trends, SWOT matrices, and satisfaction survey results using graphs and infographics.
- Ensured accuracy and client-readiness of deliverables through iterative reviews.

Key Learnings:

- Importance of client-centric formatting and clarity in communication.
- Refinement of storytelling techniques using slides and visual aids.
- Collaboration across research, design, and strategy teams.

d. Project Management Exposure

- Tracked timelines and deliverables for multi-country projects with pharma clients.
- Maintained internal trackers for client queries, data sources, and communication logs.

- Participated in daily team huddles and mentor review calls.

Key Learnings:

- Time management and agile responsiveness are crucial in consulting.
- Importance of coordination between primary and secondary research tracks.
- Real-world exposure to team dynamics and client servicing.

4. Skills Developed

- Competitive Benchmarking and SWOT Analysis
- Market Research Techniques (Primary & Secondary)
- Client-Ready Report Drafting and Visualization
- Therapeutic Area Knowledge: Ophthalmology, Cardiology, Infectious Diseases
- Team Collaboration and Communication

5. Conclusion

The internship at Impeerical Consulting offered a comprehensive blend of consulting rigor, therapeutic insights, and strategic problem-solving. It allowed me to apply academic concepts to real-world projects, sharpen analytical skills, and gain a firsthand understanding of how healthcare consulting impacts decision-making in the life sciences industry. This experience has equipped me with critical skills for a successful career in pharmaceutical business strategy and market intelligence.