

Internship Report

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in

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by

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Under the Supervision and Guidance of

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Introduction

The internship project titled "**Beyond Disease Management: Creating Emotional Value Through H2h Marketing in Chronic Disease Medications - A Mixed Method Study of Patient-Provider Relationships**" was undertaken at **B – Black Belt Brand Builders (formerly The Enablers)**. The objective of this internship was to support the research efforts of my dissertation by exploring real-world applications of emotional branding, human-centric communication, and H2H (Human-to-Human) marketing in the Indian pharmaceutical sector. Guided by **Mr. Vivek Hattangadi**, this internship enabled me to bridge theory and practice, particularly in understanding how emotional value can be integrated into chronic care strategies through marketing and stakeholder communication.

Objective of the Internship

- To understand the relevance of H2H marketing in improving chronic patient engagement.
- To explore how emotional storytelling, provider-patient relationships, and communication tools can enhance trust and loyalty in chronic disease care.
- To collect and analyse primary data related to emotional value in healthcare interactions.
- To integrate academic research with practical marketing applications through real-time brand-building projects.
- To learn how patient psychology and emotional branding can impact pharmaceutical marketing strategies.

Organization Profile

B – Black Belt Brand Builders is a strategic healthcare branding consultancy dedicated to creating emotionally resonant and trust-driven brand identities in the pharmaceutical and healthcare space. Under the mentorship of Mr. Vivek Hattangadi, the organization focuses on nurturing marketing professionals and brand managers into strategic thinkers. It provides guidance in brand strategy formulation, narrative building, and meaningful customer engagement that goes beyond product selling to emotional resonance.

Their approach is rooted in the belief that brands are built not only in boardrooms but also in the hearts and minds of consumers. By combining clinical insight with emotional intelligence, the firm empowers pharmaceutical companies to build authentic and human-centered brands.

Services Offered by the Organization

- **Strategic Brand Consulting:** Developing meaningful and emotionally engaging brand positions.
- **Training & Mentorship Programs:** Equipping pharma marketers with advanced communication and branding skills.
- **Emotional Branding & Storytelling:** Building brand identities rooted in trust, empathy, and human values.
- **Digital Health Ecosystem Planning:** Designing integrated patient engagement models using digital tools.
- **Research & Insights:** Conducting qualitative and quantitative studies to understand healthcare consumer behaviour.
- **Brand Coaching:** Helping sales teams adopt brand-aligned narratives that reflect human connection and care.

Key Work Undertaken

During the internship at **B – Black Belt Brand Builders**, my work was closely aligned with the dissertation titled “Beyond Disease Management: Creating Emotional Value Through H2H Marketing in Chronic Disease Medications.” The following activities were undertaken:

- **Development of Research Framework:** Designed a mixed-method research approach combining both quantitative (survey) and qualitative (open-ended responses) tools to explore emotional aspects of chronic care.
- **Community-Based Survey Execution:** Conducted outreach via online and offline platforms to collect primary data from individuals living with chronic conditions or closely associated with such patients. Ensured inclusivity across demographics for wider representation.
- **Questionnaire Design:** Crafted structured questions focusing on patient-provider emotional engagement, empathy, trust-building, communication quality, and perception of H2H interactions in chronic care.
- **Data Collection & Management:** Distributed the survey using Google Forms and in-person formats, gathering responses from 41 participants. Ensured voluntary participation, confidentiality, and ethical compliance throughout.
- **Data Analysis:** Performed quantitative analysis using Microsoft Excel to identify patterns and trends in patient experiences. Simultaneously conducted thematic analysis of qualitative responses to capture emotional insights and unmet needs.

- **Interpretation of Findings:** Drew key observations on emotional disconnects, the need for empathetic communication, and the role of caregivers. Mapped findings to H2H marketing principles to identify branding and engagement gaps.
- **Stakeholder Insight Integration:** Incorporated real-world perspectives from caregivers and patients into strategic reflections that emphasized emotional support, personalized care, and long-term patient-provider bonding.
- **Recommendations Development:** Synthesized insights into actionable suggestions for healthcare providers and pharmaceutical marketers, including the integration of emotional communication, digital touchpoints, and patient storytelling into chronic care models.

Key Learnings

- **Realized the Importance of Emotional Value in Healthcare:** Understood how emotional aspects—like empathy, trust, and communication—play a critical role in chronic disease management, beyond pharmacological treatment.
- **Hands-On Experience in Mixed-Method Research:** Gained practical exposure to designing and executing a mixed-method research study, combining quantitative surveys with qualitative thematic analysis to capture emotional insights from patients and caregivers.
- **Patient-Centric Mindset Development:** Recognized the need to shift from a disease-focused to a human-centered model of care. This learning shaped my understanding of H2H (Human-to-Human) marketing as not just a strategy, but a mindset essential in healthcare branding.
- **Enhanced Data Interpretation Skills:** Developed analytical skills by processing and interpreting both numerical and narrative data using tools like Microsoft Excel. Learned how to extract emotional themes such as trust, fear, and empathy from open-ended responses.
- **Understanding the Role of Caregivers:** Gained insights into how caregivers influence the emotional and clinical outcomes of chronic patients and how they must be included in any holistic healthcare communication or brand strategy.
- **Exposure to Emotional Branding Concepts:** Learned how emotional storytelling, brand support programs, and motivational messaging can improve treatment adherence and strengthen long-term engagement with pharmaceutical brands.
- **Bridging Theory with Practice:** Successfully translated academic concepts from H2H marketing, emotional branding, and patient psychology into real-world insights and strategic recommendations for healthcare professionals and pharma marketers.
- **Ethical and Empathetic Research Approach:** Learned the value of ethical considerations in health research—including informed consent, confidentiality, and voluntary participation—especially when dealing with emotionally sensitive topics.

Conclusion

This internship experience at **B – Black Belt Brand Builders** provided a valuable platform to explore the human side of healthcare, particularly in the context of chronic disease management. The project, rooted in the dissertation titled “Beyond Disease Management: Creating Emotional Value Through H2H Marketing,” allowed me to understand that emotional connection is not just an added benefit in healthcare—it is essential.

Through real-time research, patient interaction, and data analysis, I discovered that patients and caregivers deeply value empathy, active listening, and emotional support throughout their healthcare journey. These emotional experiences significantly influence trust, treatment adherence, and loyalty toward healthcare providers and pharmaceutical brands.

The internship helped translate these emotional insights into practical marketing and communication strategies using the H2H (Human-to-Human) marketing lens. It taught me that while medicines treat symptoms, it is compassion and communication that truly support healing. This blend of academic research and hands-on learning has equipped me with both the mindset and tools required to contribute meaningfully to the future of patient-centered healthcare and pharmaceutical brand management.