

INTERNSHIP AT
OneAlphamed Pvt. Ltd. Mumbai.

By
Vedant Bhatt

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Under the Supervision and Guidance of

Dr. Saurabh
Banerjee
Associate Professor

IIHMR UNIVERSITY, JAIPUR



1. Introduction

The pharmaceutical marketing landscape is rapidly evolving in response to changing healthcare dynamics, increased digital adoption, and more regulated promotional practices. Marketing communications are now expected to be both compliant and impactful, leveraging a blend of scientific storytelling, data-driven outreach, and multichannel campaign execution. My internship at OneAlphamed, Mumbai, a pharmaceutical marketing and healthcare communications agency, provided valuable exposure to this multifaceted environment.

At OneAlphamed, campaigns are developed to align with brand strategy, ethical promotional standards (such as UCPMP), and the expectations of diverse healthcare stakeholders. The organization partners with leading pharmaceutical companies like Cipla, Bayer, and P&G, managing a variety of projects including webinars, CMEs (Continuing Medical Education), KOL engagement programs, and digital learning modules. The internship emphasized strategic planning, project coordination, content development, budgeting, and cross-functional collaboration—core competencies in the field of pharmaceutical marketing.

2. Objectives of Internship

The key objectives of the internship were:

- To understand the functioning of a pharmaceutical marketing and communications agency.
- To explore how ethical and scientific communication strategies are applied in real-world brand campaigns.
- To participate in campaign planning, budgeting, execution, and performance analysis.
- To gain hands-on experience in content creation for digital platforms, HCP engagement, and CME management.
- To understand client servicing, vendor management, and cross-functional coordination in healthcare marketing.

3. Organizational Profile

Company Overview:

OneAlphamed is a dynamic healthcare marketing and pharmaceutical communications agency that provides end-to-end brand support to leading pharma companies. The organization operates in a niche space where scientific accuracy meets creative storytelling, ensuring compliance with promotional guidelines while achieving strategic brand impact.

Key Clients: Cipla, Bayer, P&G, Lupin, Glenmark, and others.

Core Services:

- Strategic campaign planning
- CME and HCP engagement programs
- Digital education platforms and e-learning modules
- KOL video content creation
- Event execution (virtual and on-ground)
- Compliance-aligned content development

Vision:

To become the most trusted partner for ethical, effective, and innovative pharma marketing solutions.

Mission:

To bridge scientific expertise and creative execution in delivering meaningful healthcare communication.

4. Services Provided by Organization

1. Campaign Strategy and Planning:

- Development of promotional strategies tailored to brand objectives.
- Audience segmentation and message customization.
- Application of UCPMP guidelines.

2. CME (Continuing Medical Education) Management:

- Planning and coordination of in-person and virtual events.
- End-to-end execution including venue, logistics, registration, vendor onboarding, and feedback.

3. Digital Learning Platforms:

- Creation of interactive educational modules for HCPs.
- Scientific content curation and platform development.

4. KOL Engagement:

- Video-based campaigns with key opinion leaders.
- Script writing, scientific accuracy checks, and production supervision.

5. ROI & KPI Analysis:

- Campaign effectiveness metrics.
- Spend analysis and optimization.
- Reporting frameworks and dashboards.

5. Key Activities/ Projects Undertaken Other than Dissertation.

- a) Shadowed project and marketing teams during HCP webinar planning sessions.
- b) Reviewed Cipla and Bayer campaign materials, updating trackers and documentation.
- c) Assisted in onboarding and coordination with AV, content, and design vendors.
- d) Organized a virtual CME for Bayer in Ophthalmology and Oncology.
- e) Coordinated the in-person Amnesia Symposium CME for P&G on Anaemia awareness.
- f) Led campaign performance analysis and conducted ROI discussions.
- g) Created scientific content for Cipla's KOL video shoots.
- h) Designed and coordinated an e-learning module for Polybion (PnG).
- i) Managed cross-functional collaboration for campaign rollouts.

6. Key Learnings from the Internship

- I. Gained exposure to ethical promotional practices (UCPMP) and scientific content development.
- II. Understood audience segmentation and strategic messaging aligned to 4Ps of marketing.
- III. Learned end-to-end project and event management including stakeholder alignment.
- IV. Developed practical skills in budgeting, vendor communication, and tracker updates.
- V. Understood KPIs and return on investment (ROI) metrics in pharma marketing.
- VI. Strengthened cross-functional collaboration and stakeholder communication skills.
- VII. Appreciated the synergy between compliance, creativity, and campaign effectiveness.

7. Conclusion

The internship at OneAlphamed provided a holistic view of how pharmaceutical marketing is implemented in a real-world setting. It allowed me to apply theoretical knowledge to live projects, engage with industry leaders, and build competencies in strategic communication, stakeholder management, and campaign performance analysis. These experiences will significantly contribute to my professional journey in healthcare marketing and management.