

INTERNSHIP AT
Impeerical Consulting Pvt. Ltd., New Delhi.

By
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Under the Supervision and Guidance of

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Introduction

During my internship, I had the privilege of working as a **Business Analyst at Impeerical Consulting Pvt. Ltd.**, where I contributed to multiple high-impact projects across the pharmaceutical and medical device sectors. Over the course of three months, I was deeply involved in research-driven assignments that significantly strengthened my strategic thinking, data interpretation, and client-oriented communication skills.

My core responsibilities include conducting **in-depth primary and secondary market research**, assisting in the development of **market intelligence and competitive intelligence reports**, and preparing **comprehensive strategic analyses** tailored to specific client needs. I worked closely with senior consultants to identify market trends, profile key competitors, and evaluate the positioning of various products, particularly in therapy areas such as **oncology ophthalmology and nutraceuticals**.

As part of cross-functional project teams, I contributed to the **design of client-ready deliverables** including **interactive dashboards, therapy landscape reports**, and **SWOT/Porter's Five Forces analyses**. I also participated in the coordination and analysis of **primary interviews with healthcare professionals**, which helped extract qualitative insights to assess **customer satisfaction and unmet clinical needs**.

These experiences equipped me with a holistic understanding of **life sciences consulting**, enhanced my proficiency in **market research methodologies**, and prepared me to effectively deliver value in high-stakes business environments.

Objectives of the Internship

- To gain practical exposure to **market research and competitive intelligence** within the pharmaceutical and medical device industries.
- To understand the processes involved in **healthcare consulting**, including data gathering, analysis, and insight generation.
- To develop hands-on experience in conducting **primary and secondary research**, including stakeholder interviews and desk-based analysis.
- To contribute to the preparation of **client-ready strategic deliverables**, such as market assessment reports, dashboards, and product evaluations.
- To enhance analytical, communication, and critical thinking skills by working on real-world consulting projects in **therapy-specific and device-specific domains**.
- To bridge the gap between academic knowledge and industry practices by collaborating with professionals in a **dynamic, data-driven consulting environment**.

Organization Profile

Established in 2023, Impeerical Consulting is a market research, market intelligence, competitive intelligence and consulting company with substantial presence in healthcare domain which includes pharmaceuticals, medical devices, medical equipment, consumables etc. We study markets in more than 10 countries to help healthcare and pharmaceutical clients to access the market dynamics, analyze competitive activity and develop business strategies. With over last one year, we have completed around 100+ projects for over 20+ clients.

Vision

To be the leading provider of innovative and comprehensive market research, market intelligence and competitive intelligence solutions, empowering life science companies such as pharmaceutical, medical device, medical equipment, hospitals etc. to make informed decisions, drive growth, and improve patient outcomes in India and worldwide.

Mission

Our mission is to deliver high-quality, actionable insights and strategic guidance to life science companies, enabling them to make informed decisions, optimize market strategies, and enhance patient care. We are committed to excellence, integrity, and innovation in all our research endeavors, ensuring that our clients can navigate the complexities of the pharmaceutical landscape with confidence.

Services Provided by the Organization

1. Market Research & Consulting

- Comprehensive Market Studies: Qualitative and quantitative research, including market sizing, intelligence, opportunity assessment, and clinician perceptions.
- Segment Coverage: Industries include pharmaceuticals, medical devices, equipment, consumables, hospitals, diagnostics, surgical, and more.
- Expertise Areas:
 - Market & competitive intelligence: profiling brands, companies, hospitals, labs, distributors, etc.
 - Opportunity assessment: market drivers/barriers, patient journeys, regulatory dynamics.
 - Market entry strategy: channel/partner identification, market characterization.
 - Database management: doctors, chemists, distributors, labs, manufacturing units.
 - Tracking & benchmarking: product launches, salesforce performance, M&A activity, clinical trials, etc.
 - Win-loss analysis & profit/loss mapping at hospital and IVF-institution levels.

2. Secondary Research

- Tailored Secondary Reports: Public-domain data syntheses focused on market sizing, trend analysis, government initiatives, regulatory dynamics.
- Specialized Tracking: Pipeline intelligence (molecule types, development stages, trial centers), social media activities (CME events, awareness campaigns).

3. Government Business Facilitation

- Liaison & Advisory Services: Facilitates interactions and business with central/state governments and public sector units in India for pharmaceutical, medical devices, and equipment sectors.
- Assists in tenders, rate contracts, local purchase, stakeholder engagement, distributor identification, and payment follow-ups.
- Also provides government-focused market research and institutional tracking.

4. Medical Event Management

- End-to-End Event Execution: Planning and delivery of CMEs, workshops, symposia in partnership with hospitals and associations. Services include logistics, content, speaker coordination.

5. Licensing Opportunities

- In-Licensing & Collaboration Facilitation: Helps multinational and Indian companies identify partners and seize licensing opportunities to introduce innovative pharmaceuticals, devices, and equipment in the Indian market.

6. Healthcare Technology & Digital Services

- Digital Event Services: Provides web transmission and virtual event infrastructure (e.g., webinars, virtual product launches, international speaker programs) via satellite-backed solutions.
- Digital Marketing: Alongside web transmission, they support digital promotional activities in the healthcare domain.

Why Impeerical Stands Out

- **Pan-Asia Reach:** Active across India, Nepal, Sri Lanka, Southeast Asia, including Africa recently.
- **Extensive Empanelment:** Over 63,000 healthcare professionals across specialties (oncology, cardiology, ENT, etc.).
- **24/7 Support & Experienced Team:** Ensures timely, high-quality delivery on market research and consulting projects.

Summary Table

Service Area	Key Activities
Market Research & Consulting	Strategy, intelligence, profiling, tracking, P&L
Secondary Research	Data mining, trend/ pipeline analysis
Govt. Business Facilitation	Policy liaison, PSUs coordination
Medical Event Management	CMEs, workshops, symposia
Licensing Opportunities	Partner ID, in-licensing deals
Healthcare Tech & Digital	Virtual events, satellite streaming, digital marketing

Key Responsibilities and Contributions:

1. Market and Competitive Intelligence

I was actively involved in conducting **in-depth secondary and primary research** to support strategic consulting deliverables. This included gathering market intelligence through databases, company reports, and scientific literature to analyze **emerging trends, market dynamics, competitor strategies, and therapy area landscapes**, particularly in the oncology and ophthalmology segments.

2. Product and Strategy Analysis

I contributed to **strategic marketing projects**, wherein I assisted in mapping out **go-to-market strategies**, identifying KOLs (Key Opinion Leaders), and assessing product positioning for global clients. I also evaluated the competitive landscape for diagnostic devices like **wide-field retinal imaging (WFRI)** and contributed to the **SWOT and Porter's Five Forces analysis** for various healthcare technologies.

3. Primary Research Support

I participated in **primary interview coordination** with clinicians and healthcare stakeholders, and analyzed qualitative responses to assess **customer satisfaction, unmet needs, and market receptivity** to specific devices and therapies. I helped prepare discussion guides and summarized key insights in a structured format for client delivery.

4. Data Interpretation & Dashboard Development

My role also involved **data cleaning, analysis, and visualization**, where I translated large data sets into **interactive dashboards and summary reports** using Excel and other analytics tools. These dashboards were used to demonstrate client-specific insights such as **device usage patterns**, customer feedback, and market share estimates.

5. Report Preparation and Client Communication

I helped in the **drafting of deliverables**, including slide decks and final reports, integrating data-driven insights with strategic recommendations. These were

presented to senior consultants and formed the basis of decision-making for top pharmaceutical and MedTech companies.

Projects other than Dissertation:

1. Oncology Therapy Landscape Analysis

- Conducted comprehensive **secondary and primary research** to understand the evolving treatment landscape in multiple oncology indications.
- Supported development of **competitor profiling reports** for targeted therapies and immuno-oncology agents.
- Analyzed **clinical trial pipelines, regulatory milestones, and KOL perceptions** to assist clients in strategic planning and market entry.

2. Medical Devices Market Mapping

- Contributed to a **market sizing and segmentation study** for surgical and diagnostic devices in India and Southeast Asia.
- Assisted in identifying **channel partners, distributor networks, and tendering pathways** for market access.
- Evaluated **regulatory frameworks and reimbursement systems** across key ASEAN countries.

3. Primary Interview Project – Qualitative Research & Insight Extraction

- Supported the execution of **primary interviews with healthcare professionals (HCPs)** such as doctors, ophthalmologists, oncologists, and hospital procurement officers to gather first-hand insights on product performance, clinical utility, and unmet needs.
- Documented and analyzed responses to extract insights on **customer satisfaction, adoption barriers, pricing perception, and suggestions for improvement.**
- Converted qualitative feedback into structured reports that directly informed **product positioning, go-to-market strategy, and messaging recommendations** for clients.

Key Learnings:

- Strengthened skills in **competitive intelligence, market analysis, and strategic planning** using frameworks like SWOT and Porter's Five Forces.
- Gained hands-on experience in **analyzing real-world healthcare data**, improving data interpretation and insight generation.
- Improved understanding of **stakeholder management** and **cross-functional collaboration** in a consulting environment.
- Enhanced abilities in **report writing, data visualization**, and creating client-ready deliverables.
- Acquired experience in **conducting and analyzing primary research** with KOLs and healthcare professionals.
- Developed knowledge of **medical device and pharmaceutical market dynamics**, including tendering, licensing, and procurement processes.
- Improved **time management and multi-tasking** skills by handling multiple high-priority projects under tight deadlines.
- Strengthened **professional communication and client-oriented thinking**, focusing on actionable and insight-driven recommendations