

INTERNSHIP REPORT

Orizia Healthcare, Bathinda

**An Exploratory Study on the Role of Continuing Medical Education (CME) in
Influencing Drug Prescription Patterns**

Submitted By

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Introduction

This report outlines my internship experience at Orizia Healthcare, undertaken from March 10, 2025, to May 31, 2025. During this period, I was involved in various projects that complemented my dissertation and provided practical exposure to brand strategy, doctor engagement, and pharmaceutical market research. This internship gave me first-hand experience of the intersection between marketing, sales, and evidence-based medical education in the pharmaceutical industry.

Objectives of Internship

1. To understand the role of pharmaceutical companies in Continuing Medical Education (CME).
2. To analyze the influence of CME activities on physicians' prescription behavior.
3. To contribute to data collection, survey dissemination, and analysis for the dissertation study.
4. To gain exposure to brand profiling, prescription audits, and field-based doctor interviews.
5. To develop insights into how marketing strategies align with ethical guidelines in the Indian pharma market.

Organization Profile: Orizia Healthcare

Orizia Healthcare is a pharmaceutical company established in 2008, headquartered in Bathinda, Punjab. The company focuses on providing affordable and innovative healthcare solutions across India, with a growing portfolio in general medicine, gastroenterology, and lifestyle diseases. It actively collaborates with medical professionals through academic programs and CME initiatives. Orizia supports ethical promotional practices, emphasizing scientific engagement over direct marketing.

Key Focus Areas:

1. General medicine, pediatrics, and gastroenterology
2. Doctor engagement through educational tools and CMEs
3. Data-driven marketing and prescription analysis
4. Market expansion and field-level feedback integration

Key Activities/Projects Undertaken (Other than Dissertation)

1. Field Research Support: Conducted over 100 doctor interviews across urban Bathinda for CME impact assessment.
2. Prescription Tracking: Assisted in analyzing how CME exposure influences branded vs. generic prescribing trends.
3. CME Event Observation: Participated in multiple pharma-sponsored CME sessions to evaluate content quality, bias, and delivery.
4. Survey Management: Designed and administered digital and physical survey tools used in the study.
5. Brand Profiling: Worked on Orizia's positioning strategy for selected brands by reviewing market response and physician feedback.
6. Stakeholder Interviews: Engaged with marketing managers and medical reps to understand commercial strategies.
7. Data Analysis: Used Excel for cleaning, categorizing, and analyzing responses using thematic coding and cross-tabulations.
8. Documentation: Helped prepare reports summarizing field findings, barriers in CME acceptance, and strategy recommendations.

Key Learnings from Internship

1. Gained hands-on exposure to the pharma industry's role in Continuing Medical Education.
2. Understood ethical challenges and strategic opportunities in pharma-sponsored CMEs.
3. Developed research skills in questionnaire design, field data collection, and thematic analysis.

4. Improved communication through direct interactions with physicians, marketers, and field reps.
5. Learned how brand perception is shaped through CME, literature, and doctor engagement.
6. Acquired practical knowledge of aligning educational content with marketing ethics and compliance.
7. Enhanced report writing and insight synthesis through dissertation documentation and strategy notes.