

# **SUMMER INTERNSHIP PROGRAM**

**at**

**Octavus Consulting**

From 12/05/2025 to 25/07/2025

A REPORT BY

Shivam Bhatnagar

Master of Business Administration

Healthcare Analytics

Roll no 0023

**2024-26**

under the Mentorship of

**Dr. Swapnil Gadhave (Assistant Professor SDH)**





**Date: 25/07/2025**

**INTERNSHIP COMPLETION CERTIFICATE**

This is to certify that, **Mr. Shivam Bhatnagar**, student of IIHMR Jaipur has completed his internship at '**Octavus Consulting**, located in **B-66, Sector 63 Rd, B Block, Sector 63, Noida, Uttar Pradesh 201301**', from **12<sup>th</sup> May 2025** to **25<sup>th</sup> July 2025**. His guide/mentor during the project was **Ms. Ruchi Sengar, Associate Consultant**.

The overall performance shown by him during the period was good. This certificate is being issued to meet the requirements of the IIHMR University.

We wish him all the best for future endeavours.

**For Octavus Consulting**

  
**Ms. Ruchi Sengar**  
**Associate Consultant**



## About Octavus Consulting

A global consulting firm, specializing in holistic market solutions for diverse Life science sectors such as Biopharma, MedTech, Nutraceuticals, Cosmetics, Diagnostics, Digital health, Animal health, and Healthcare start-ups.

**Services offered:** competitive intelligence, product strategies, marketing analytics, digital health solutions, conference coverage, and brand building.

### Mission

To empower clients with timely and accurate information for confident strategic decision-making.

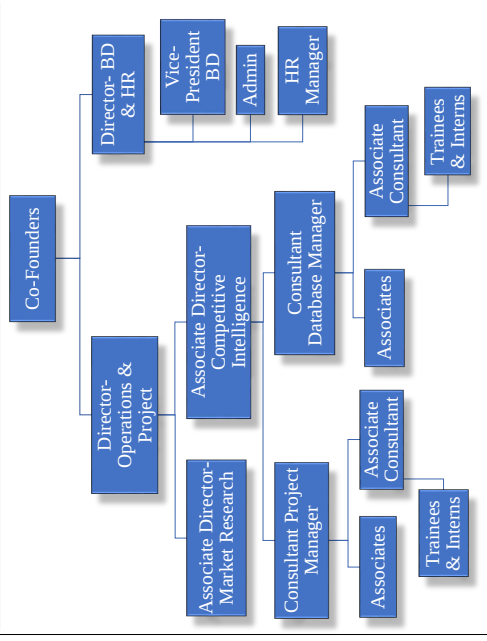
To redefine intelligence through dynamic data, knowledge, and technology for unparalleled business solutions.

### Vision

To become a trusted partner to our clients, and a valuable asset to our communities.

To provide a unique and differentiated offering that generates a value-for-value return for our clients.

## Organization Structure



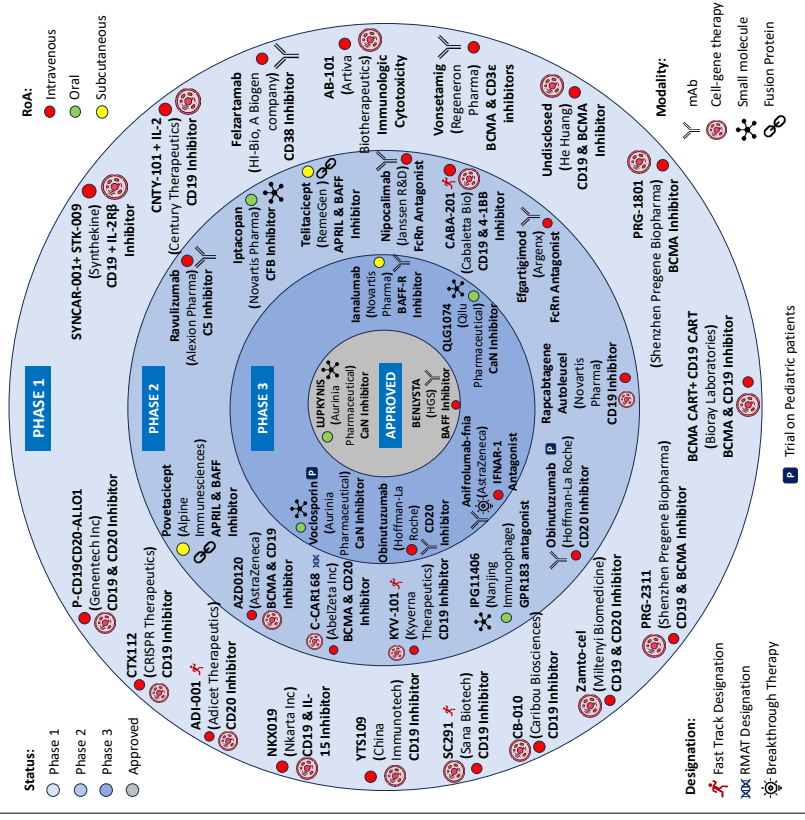
## Project Description

**Competitive Landscape** is a systematic process of collecting, analyzing, and transforming information about rival companies into actionable intelligence that supports strategic decision-making.

**Lupus nephritis** is a severe manifestation of systemic lupus erythematosus (SLE) that causes inflammation and damage to multiple organ systems, with the kidneys as a primary target. This condition often develops within 3 to 5 years of SLE onset and significantly increases the risk of ESRD.

Lupus nephritis affects approximately 40% of patients with SLE. Around 10% to 30% of patients with lupus nephritis will progress to ESRD within 10 years.

## Project Description



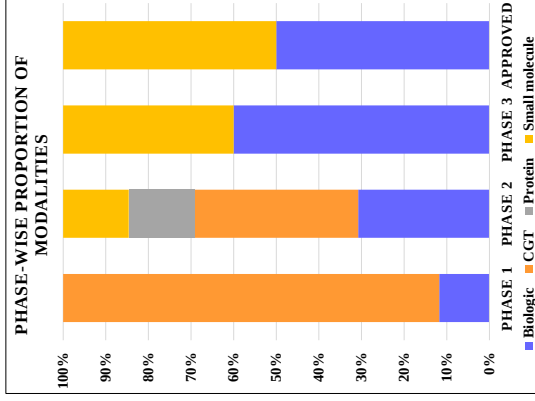
**Data Collection:** Conducting a search on ClinicalTrials.gov to retrieve relevant clinical trials.

**Filtering & Evaluation:** Refine the obtained results.

**Company pipeline evaluation:** Gathering information related to mechanism of action, target indications and clinical trial phases.

**Data compilation:** Organize and consolidate the gathered data in an Excel file.

**Infographic creation:** Creating an appropriate model (e.g. Bullseye model, Brick model, Spotlight model etc.) using PowerPoint.



## Strength

- Industry relevant expertise
- Client centric approach
- High quality Deals database

## Weakness

- Narrow reach beyond biopharma
- Limited technology adoption
- Dependency on inconsistent public data sources

## SWOT Analysis

### Opportunities

- Diversification of service portfolio
- Strengthen presence in global markets
- Strategic industry collaborations

### Threat

- Changing industry trends
- Project delays due to manual QC
- Data gaps may risk credibility

## Lead Generation

using Boolean search and Apollo.io

**Product profiling** to assess drug characteristics such as indications, approval timeline, and market trends for competitive advantage

**Company profiling** using tools such as AdisInsight, Patsnap, ClinicalTrials.gov to gather data for competitive intelligence

**Competitive landscape** to collect and analyze data for actionable insights

## Major Learnings

## Theoretical Learning vs Practical Exposure

- Theoretical learning was based on structured modules, case-studies and analytical tools such as Excel, Power BI, Tableau etc. These tools helped me build a strong foundation in data visualization and interpretation
- During my internship, I applied these concepts in real-world, time-bound scenario which enhanced my ability to deliver useful insights

## Challenges

- Maintaining data accuracy and quality
- Managing multiple tasks in limited time
- Training sessions were often irregular & inadequate

## Suggestions

- Use RAG, LLM etc. for time-efficient data collection & QC
- Consider expanding into healthcare domain
- Conduct regular training sessions

## **IIHMR University Faculty Mentor Approval**

This is to certify that **Dr. SHIVAM BHATNAGAR** of academic year 2024-26 of School of Digital Health, IIHMR University Jaipur has prepared a poster with respect to his/her summer internship held during May-July 2025.

He has carried out work as per the guidelines. His/Her poster is approved for presentation.

Date: 28/07/2025

A handwritten signature in blue ink, appearing to read 'Swapnil Gadhave', is positioned above the printed name.

**Dr. Swapnil Gadhave**  
**Assistant Professor**

## Weekly Report 1

**Name of the Organisation:** Octavus Consulting Pvt. Ltd.

**Area/ Department/ Project of Summer Internship Program:** Business Development.

**Name of the Student:** Shivam Bhatnagar

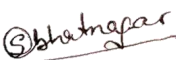
**Roll no:** 0023

**Stream:** MBA – Healthcare Analytics

**Week no:** 1

**From:** 12/05/2025 to 16/05/2025

|                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|-------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <ul style="list-style-type: none"><li>• Learnt Clinical Trial Glossary, USFDA and EMA Drug Designations.</li><li>• Applying Boolean search on clinicaltrials.gov website for secondary research.</li><li>• Learnt Excel and PowerPoint basics.</li><li>• Classification of companies (i.e. Biopharma, Medical Device, Medical Diagnostics or Medical Services) using websites like Pitchbook, Google Finance, Adisinsights and SiteSearch Extension.</li></ul> |
| <b>Linking theory (Classroom learning) with practice at your organisation</b> | <ul style="list-style-type: none"><li>• Knowledge from “Research Methods” module (CC-612) used to identify different study types in Clinical Trials website.</li><li>• Knowledge about different phases of clinical trial studied in “Clinical Data Management” module (CC-616) was used to understand the glossary and drug designations.</li></ul>                                                                                                           |
| <b>Gaps identified on the working area.</b>                                   | No gaps identifiable this week.                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Suggestions for improvement</b>                                            | No suggestions for this week.                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Plan for the next week</b>                                                 | <ul style="list-style-type: none"><li>• Apply Boolean search techniques to filter out companies from SEC Filing website.</li><li>• Extract data about approved drugs from USFDA and EMA Website.</li><li>• Interpretation of Package Insert (PI) of approved drugs.</li></ul>                                                                                                                                                                                  |

**Signature of the Student:** 

**Approved by the IIHMR University's Mentor**

## Weekly Report 2

**Name of the Organisation:** Octavus Consulting Pvt. Ltd.

**Area/ Department/ Project of Summer Internship Program:** Business Development.

**Name of the Student:** Shivam Bhatnagar

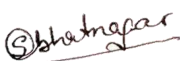
**Roll no:** 0023

**Stream:** MBA – Healthcare Analytics

**Week no:** 2

**From:** 19/05/2025 to 23/05/2025

|                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                        |
|-------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <ul style="list-style-type: none"><li>• Data hunting from clinicaltrials.gov website to find details of newly approved drugs and organising it in MS-Excel.</li><li>• Categorization of business leads into different sectors of healthcare domain, such as Biopharma, Digital health, healthcare consulting, service provider etc.</li><li>• Designing Product Profile dashboard on PowerPoint.</li></ul>             |
| <b>Linking theory (Classroom learning) with practice at your organisation</b> | <ul style="list-style-type: none"><li>• Data Visualization in the form of infographic using MS-PowerPoint.</li><li>• Knowledge from “Research Methods” module (CC-612) used to perform secondary research using Boolean Characters (AND/OR).</li><li>• Concepts from Digital Health module (CC-617) used to understand the services of digital health companies, as a part of business development activity.</li></ul> |
| <b>Gaps identified on the working area.</b>                                   | Business lead classification is done manually by searching their websites and then putting them into different categories.                                                                                                                                                                                                                                                                                             |
| <b>Suggestions for improvement</b>                                            | Large Language models (LLM) can be used to automate the classification work.                                                                                                                                                                                                                                                                                                                                           |
| <b>Plan for the next week</b>                                                 | <ul style="list-style-type: none"><li>• Understanding more about competitive landscape in pharma industry.</li><li>• Using secondary research techniques for data hunting and product profiling.</li></ul>                                                                                                                                                                                                             |

**Signature of the Student:** 

**Approved by the IIHMR University's Mentor**

## Weekly Report 3

**Name of the Organisation:** Octavus Consulting Pvt Ltd

**Area/ Department/ Project of Summer Internship Program:** Business Development

**Name of the Student:** Shivam Bhatnagar

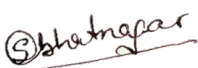
**Roll no:** 0023

**Stream:** MBA-Healthcare Analytics

**Week no:** 3

**From:** 26-05-2025 to 30-05-2025

|                                                                               |                                                                                                                                                                                                                                                                                                                                                                         |
|-------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <ul style="list-style-type: none"><li>• Competitive landscaping of Lupus Nephritis indication.</li><li>• Lead categorization of Philadelphia Event leads for sending personalized marketing emails.</li><li>• CRM maintenance of ESOMAR and PharmaShots Spotlight leads.</li><li>• Compiling a list of hospitals in India for market research on BCG vaccine.</li></ul> |
| <b>Linking theory (Classroom learning) with practice at your organisation</b> | <ul style="list-style-type: none"><li>• Understanding prevalence rate and gender distribution of Lupus Nephritis, using concepts learnt in Epidemiology module.</li><li>• Classifying drugs/molecules for treatment of lupus nephritis according to different phases of clinical trial, as learnt in Clinical Data Management module.</li></ul>                         |
| <b>Gaps identified on the working area.</b>                                   | No gaps were identified this week.                                                                                                                                                                                                                                                                                                                                      |
| <b>Suggestions for improvement</b>                                            | No suggestions for this week.                                                                                                                                                                                                                                                                                                                                           |
| <b>Plan for the next week</b>                                                 | <ul style="list-style-type: none"><li>• Gain further exposure on market research, the tools and techniques used in the same.</li><li>• Completing the competitive landscape of Lupus nephritis by gathering data on approved drugs and drugs under trial.</li></ul>                                                                                                     |

**Signature of the Student:** 

**Approved by the IIHMR University's Mentor**

## Weekly Report 4

**Name of the Organisation:** Octavus Consulting Pvt Ltd

**Area/ Department/ Project of Summer Internship Program:** Business Development

**Name of the Student:** Shivam Bhatnagar

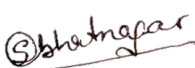
**Roll no:** 0023

**Stream:** MBA-Healthcare Analytics

**Week no:** 4

**From:** 02-06-2025 to 06-06-2025

|                                                                               |                                                                                                                                                                                                                                                                                                                                                |
|-------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <ul style="list-style-type: none"><li>• Market Research: Data collection of recently founded life science startups (2018 till present).</li><li>• Lead categorization for personalized e-mail prospecting.</li><li>• Competitive landscaping of approved/under-trial molecules for Psoriatic Arthritis indication.</li></ul>                   |
| <b>Linking theory (Classroom learning) with practice at your organisation</b> | <ul style="list-style-type: none"><li>• Basic concepts from Research Methods used to understand study overview, study plan and design of a clinical trial.</li><li>• Classifying drugs/molecules for treatment of Psoriatic Arthritis according to different phases of clinical trial, as learnt in Clinical Data Management module.</li></ul> |
| <b>Gaps identified on the working area.</b>                                   | No gaps identifiable this week                                                                                                                                                                                                                                                                                                                 |
| <b>Suggestions for improvement</b>                                            | No suggestion for this week                                                                                                                                                                                                                                                                                                                    |
| <b>Plan for the next week</b>                                                 | <ul style="list-style-type: none"><li>• Data collection of drug/molecule for competitive landscaping, from clinical trials website, US-FDA site and company website.</li></ul>                                                                                                                                                                 |

**Signature of the Student:** 

**Approved by the IIHMR University's Mentor**

## Weekly Report 5

**Name of the Organisation:** Octavus Consulting Pvt. Ltd.

**Area/ Department/ Project of Summer Internship Program:** Competitive Landscape

**Name of the Student:** Shivam Bhatnagar

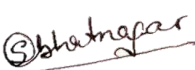
**Roll no:** 0023

**Stream:** MBA-Healthcare Analytics

**Week no:** 5

**From:** 09-06-2025 **to:** 13-06-2025

|                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                      |
|-------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <ul style="list-style-type: none"><li>Competitive landscape: Listing of drugs undergoing trials for Psoriatic arthritis, from clinicaltrials.gov website.</li><li>Company profiling: Studying the pipeline and platforms of various companies working in the therapy area of immuno-oncology.</li><li>E-mail outreach to generated leads to engage them with services offered by the firm.</li></ul> |
| <b>Linking theory (Classroom learning) with practice at your organisation</b> | <ul style="list-style-type: none"><li>Transforming the insights generated from competitive landscaping into static dashboards, by applying the concepts learnt in Data Visualization module (CC-614).</li><li>Applying the concepts of CRM &amp; ERP learnt in DBMS module (CC-611), for maintaining data of business leads.</li></ul>                                                               |
| <b>Gaps identified on the working area.</b>                                   | <ul style="list-style-type: none"><li>Secondary data collection for competitive landscaping which may be inconsistent sometimes.</li></ul>                                                                                                                                                                                                                                                           |
| <b>Suggestions for improvement</b>                                            | <ul style="list-style-type: none"><li>RAG or AI tools like Perplexity, which can perform deep research, can be used for data hunting in competitive landscape.</li></ul>                                                                                                                                                                                                                             |
| <b>Plan for the next week</b>                                                 | <ul style="list-style-type: none"><li>Searching and listing of drugs that are approved for Psoriatic Arthritis.</li><li>Continue the company profiling of companies working in immune-oncology therapy area.</li></ul>                                                                                                                                                                               |

**Signature of the Student:** 

**Approved by the IIHMR University's Mentor**

## Weekly Report 6

**Name of the Organisation:** Octavus Consulting Pvt. Ltd.

**Area/ Department/ Project of Summer Internship Program:** Competitive Landscape

**Name of the Student:** Shivam Bhatnagar

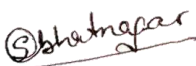
**Roll no:** 0023

**Stream:** MBA-Healthcare Analytics

**Week no:** 6

**From:** 16-06-2025 **to:** 20-06-2025

|                                                                               |                                                                                                                                                                                                                                                                                                                                                                   |
|-------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <ul style="list-style-type: none"><li>• Attending monthly review meeting.</li><li>• Competitive landscape: Listing of drugs undergoing trials for Psoriatic arthritis, from clinicaltrials.gov website.</li><li>• Company profiling: Studying the pipeline and technologies of various pharma companies working in the therapy area of immuno-oncology.</li></ul> |
| <b>Linking theory (Classroom learning) with practice at your organisation</b> | <ul style="list-style-type: none"><li>• Concepts learnt in HR Analytics module (CC-608), like KPIs, were relatable in the monthly review meeting. Some commonly used KPIs were: time spent/lead, time spent/project, projects completed, lead conversion rate, lead retention rate, new leads generated etc.</li></ul>                                            |
| <b>Gaps identified on the working area.</b>                                   | No gaps identifiable this week                                                                                                                                                                                                                                                                                                                                    |
| <b>Suggestions for improvement</b>                                            | No suggestions for this week.                                                                                                                                                                                                                                                                                                                                     |
| <b>Plan for the next week</b>                                                 | <ul style="list-style-type: none"><li>• Preparing an infographic to show competitive landscape of drugs for Psoriatic Arthritis.</li><li>• Continue the profiling of companies working in immune-oncology therapy area.</li></ul>                                                                                                                                 |

**Signature of the Student:** 

**Approved by the IIHMR University's Mentor**

## Weekly Report 7

**Name of the Organisation:** Octavus Consulting Pvt. Ltd.

**Area/ Department/ Project of Summer Internship Program:** Competitive Landscape

**Name of the Student:** Shivam Bhatnagar

**Roll no:** 0023

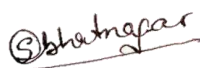
**Stream:** MBA-Healthcare Analytics

**Week no:** 7

**From:** 23-06-2025 **to:** 27-06-2025

|                                                                               |                                                                                                                                                                                                                                                                                                            |
|-------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <ul style="list-style-type: none"><li>Competitive landscape: Review and QC (Quality Control) of the collected data prior to infographic designing.</li><li>Company profiling: Studying the pipeline and technologies of various pharma companies working in the therapy area of immuno-oncology.</li></ul> |
| <b>Linking theory (Classroom learning) with practice at your organisation</b> | <ul style="list-style-type: none"><li>Concepts learnt in Principles of Management module (CC-604), like Organisation Structure were helpful in understanding the products, platforms and services provided by the company, which was useful for company profiling work.</li></ul>                          |
| <b>Gaps identified on the working area.</b>                                   | No gaps identifiable this week                                                                                                                                                                                                                                                                             |
| <b>Suggestions for improvement</b>                                            | No suggestions for this week                                                                                                                                                                                                                                                                               |
| <b>Plan for the next week</b>                                                 | <ul style="list-style-type: none"><li>Complete the QC and prepare competitive landscape infographic.</li><li>Complete the profiling of companies working in immune-oncology therapy area.</li></ul>                                                                                                        |

**Signature of the Student**



**Approved by the IIHMR University's Mentor**

## Weekly Report 8

**Name of the Organisation:** Octavus Consulting Pvt. Ltd.

**Area/ Department/ Project of Summer Internship Program:** Competitive Landscape.

**Name of the Student:** Shivam Bhatnagar

**Roll no:** 0023

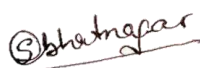
**Stream:** MBA-Healthcare Analytics

**Week no:** 8

**From:** 30-06-2025 **to:** 04-07-2025

|                                                                               |                                                                                                                                                                                                                                                      |
|-------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <ul style="list-style-type: none"><li>Competitive landscape: Review, QC (Quality Control) and doubt discussion of the collected data prior to infographic designing.</li><li>Business development: Lead generation for conducting webinar.</li></ul> |
| <b>Linking theory (Classroom learning) with practice at your organisation</b> | <ul style="list-style-type: none"><li>Principles of data visualization learnt in Data Visualization and Dashboard Designing (CC-614) were applied for representation of data in competitive landscape.</li></ul>                                     |
| <b>Gaps identified on the working area.</b>                                   | <ul style="list-style-type: none"><li>Lack of protocol or SOP to identify leads in lead generation work.</li></ul>                                                                                                                                   |
| <b>Suggestions for improvement</b>                                            | <ul style="list-style-type: none"><li>Specification of proper sources/channels and procedures that need to be followed to identify potential leads.</li></ul>                                                                                        |
| <b>Plan for the next week</b>                                                 | <ul style="list-style-type: none"><li>Complete the competitive landscape of Psoriatic Arthritis.</li><li>Continue with the lead generation work.</li></ul>                                                                                           |

**Signature of the Student**



**Approved by the IIHMR University's Mentor**

## Weekly Report 9

**Name of the Organisation:** Octavus Consulting Pvt. Ltd.

**Area/ Department/ Project of Summer Internship Program:** Competitive Landscape

**Name of the Student:** Shivam Bhatnagar

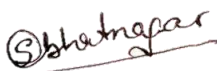
**Roll no:** 0023

**Stream:** MBA-Healthcare Analytics

**Week no:** 9

**From:** 07-07-2025 **to:** 11-07-2025

|                                                                               |                                                                                                                                                                                                                                                                                                   |
|-------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <ul style="list-style-type: none"><li>• Infographic preparation for competitive landscape of Psoriatic Arthritis.</li><li>• Data collection for poster presentation on competitive landscape of Lupus Nephritis</li><li>• Business development: Lead generation for conducting webinar.</li></ul> |
| <b>Linking theory (Classroom learning) with practice at your organisation</b> | <ul style="list-style-type: none"><li>• Principles of data visualization learnt in Data Visualization and Dashboard Designing (CC-614) were applied for representation of data in competitive landscape.</li></ul>                                                                                |
| <b>Gaps identified on the working area.</b>                                   | No gaps identifiable this week                                                                                                                                                                                                                                                                    |
| <b>Suggestions for improvement</b>                                            | No suggestions for this week                                                                                                                                                                                                                                                                      |
| <b>Plan for the next week</b>                                                 | <ul style="list-style-type: none"><li>• Continue with preparation of poster presentation.</li><li>• Continue with the lead generation work.</li></ul>                                                                                                                                             |

**Signature of the Student** 

**Approved by the IIHMR University's Mentor**

## Weekly Report 10

**Name of the Organisation:** Octavus Consulting Pvt. Ltd.

**Area/ Department/ Project of Summer Internship Program:** Competitive Landscape

**Name of the Student:** Shivam Bhatnagar

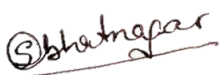
**Roll no:** 0023

**Stream:** MBA-Healthcare Analytics

**Week no:** 10

**From:** 14-07-2025 **to:** 18-07-2025

|                                                                               |                                                                                                                                                                                                                                                                                                               |
|-------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <ul style="list-style-type: none"><li>• Bull's Eye model preparation for competitive landscape of Lupus Nephritis.</li><li>• Business development: Lead generation for conducting webinar.</li></ul>                                                                                                          |
| <b>Linking theory (Classroom learning) with practice at your organisation</b> | <ul style="list-style-type: none"><li>• Secondary research techniques learnt in Research Methodology module were helpful for CL data collection.</li><li>• Concepts learnt in Data Visualization and Dashboard Designing (CC-614) were helpful for representation of data in competitive landscape.</li></ul> |
| <b>Gaps identified on the working area.</b>                                   | Training provided for lead generation work was not sufficient to understand the process and purpose.                                                                                                                                                                                                          |
| <b>Suggestions for improvement</b>                                            | Proper training regarding tools and techniques used in lead generation process should be provided.                                                                                                                                                                                                            |
| <b>Plan for the next week</b>                                                 | <ul style="list-style-type: none"><li>• Complete the preparation of CL model.</li><li>• Complete the pending tasks related to lead generation work.</li></ul>                                                                                                                                                 |

**Signature of the Student:** 

**Approved by the IIHMR University's Mentor**

## Compiled Report

**Name of the Organisation:** Octavus Consulting Pvt. Ltd.

**Area/Department/Project of Summer Internship Program:** Competitive Landscape and Business Development

**Name of the Student:** Shivam Bhatnagar

**Roll no:** 0023

**Stream:** MBA-Healthcare Analytics

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|----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b> | <ol style="list-style-type: none"><li><b>1. Learnt clinical trial glossary, USFDA and EMA Drug Designations:</b><ul style="list-style-type: none"><li>- Fast-track Designation.</li><li>- Breakthrough Designation</li><li>- RMAT Designation</li><li>- Orphan Drug Designation</li><li>- Priority Review</li></ul></li><li><b>2. Lead Categorization:</b> Classifying leads into different healthcare categories such as Pharmaceutical, Media publishing, Digital Health, Healthcare marketing, Patient advocacy, Service provider and Healthcare consulting.</li><li><b>3. CRM Maintenance:</b> Using tools like Apollo.io and LinkedIn to find out E-Mail ID of leads.</li><li><b>4. Lead Generation:</b> Using LinkedIn filters and secondary search on Google to identify leads related to pharma, life-sciences, biotech field.</li><li><b>5. E-Mail outreaching:</b> Drafting and sending personalized e-mails for potential leads.</li><li><b>6. Product Profiling of Cosentyx:</b><ul style="list-style-type: none"><li>- Extracting relevant data about the drug from ClinicalTrials.gov, USFDA@Drugs and Secondary Google Search.</li><li>- Designing product dashboard on PowerPoint showing details such as MoA, RoA, Approved indications and countries, Age group, 10-year product sale trends.</li></ul></li><li><b>7. Competitive Landscape of Lupus Nephritis:</b><ul style="list-style-type: none"><li>- Downloading the data from ClinicalTrials.gov after applying filters.</li><li>- Filtering out non-relevant studies belonging to categories such as Stem cell study, Extension</li></ul></li></ol> |
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|                                                                               | <p>study, Comparison studies, Trial recruiting healthy volunteers.</p> <ul style="list-style-type: none"> <li>- Conducting secondary research and pipeline analysis of companies to determine MoA, RoA, Patient segment, Study phase etc.</li> <li>- Designing the landscape on PowerPoint in the form of Brick Model, Bulls Eye model or Bubble chart showing drug name, company name and MoA in sequence and RoA, modality and designation as symbols.</li> </ul> <p><b>8. Company Profiling:</b> Conducting in-depth pipeline analysis of companies involved in Immuno-Onco therapeutic area, using tools such as PatSynapse, AdisInsight, Company website, ClinicalTrials.gov website etc.</p>                                                                                                                                                                                                                                                                            |
| <b>Linking theory (Classroom learning) with practice at your organisation</b> | <ul style="list-style-type: none"> <li>• Understanding prevalence rate and gender distribution of Lupus Nephritis, using concepts learnt in Epidemiology module.</li> <li>• Concepts from “Research Methods” module were used to perform secondary research using Boolean Characters (AND/OR).</li> <li>• Transforming the insights generated from competitive landscape data into static dashboards, by applying the concepts learnt in Data Visualization module.</li> <li>• Concepts learnt in HR Analytics module like KPIs, were relatable in the monthly review meeting. Some commonly used KPIs were: time spent/lead, time spent/project, projects completed, lead conversion rate, lead retention rate, new leads generated etc.</li> <li>• Concepts learnt in Principles of Management module (CC-604), like Organisation Structure clarified the products, platforms and services provided by the company, which was useful for company profiling work.</li> </ul> |
| <b>Gaps identified on the working area.</b>                                   | <ul style="list-style-type: none"> <li>• Training provided for lead generation work was not sufficient to understand the process and purpose.</li> <li>• Business lead categorization is done manually by searching their websites and then putting them into different categories.</li> <li>• Secondary data collection for competitive landscaping which may be inconsistent sometimes due to errors in source data.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |

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|                                    | <ul style="list-style-type: none"> <li>• Unorganized work sequence and inconsistent training sessions.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Suggestions for improvement</b> | <ul style="list-style-type: none"> <li>• Proper training regarding tools and techniques used in lead generation process should be provided.</li> <li>• Large Language models (LLM) and Retrieval Augmented Generation (RAG) can be used to automate the classification work.</li> <li>• AI tools like Perplexity, which can perform deep research, can be used for data hunting in competitive landscape followed by strict QC.</li> <li>• Training sessions should be conducted in regular time-intervals, like once or twice a week.</li> </ul>                                                                                                                                                                                                                                                                                  |
| <b>Key Learnings</b>               | <ul style="list-style-type: none"> <li>• <b>Lead Generation</b> using Secondary Google search, LinkedIn filters and Apollo.io, and drafting personalized e-mails for the generated leads.</li> <li>• <b>Product Profiling</b> to understand the characteristics of drug such as indications, approval timeline and market trends to determine the competitive advantage.</li> <li>• <b>Competitive Landscape</b> to understand and gather actionable insights related drugs associated with a particular indication, for lead optimization.</li> <li>• <b>Company profiling</b> to conduct thorough pipeline and platform analysis of a particular company for competitive intelligence.</li> <li>• Understanding the value of punctuality, time-management, motivation and dedication in real-life corporate scenario.</li> </ul> |

Signature of the Student: Shubhdeep

Approved by the IIHMR University's Mentor

Sam  
25/3/25