

Internship Report

Submitted to



IIHMR University, Jaipur

For the partial fulfilment for the award of the degree of

Master of Business Administration (MBA) in
Hospital and Health Management

Submitted by

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Introduction:

When attempting to enter the job market, a practical work background is extremely important. Internships are an important part of the MBA program. As a part of MBA program, I have completed a 3 months internship at Prescient Healthcare Group, Gurgaon.

Objective of Internship:

- For real-life working exposure
- To promote personal development
- To gain a better understanding of oneself
- To build a professional network
- To aid in the development of professional aptitude
- To improve personal character
- To open more doors to new opportunities
- To comprehend an organization's work culture
- To brainstorm to achieve good results

Organisation Profile:

Prescient, which was founded in 2007, is a global firm with nine offices spread across three continents. Prescient has nearly 475 biopharma intelligence and strategy experts and is partnered with 23 of the top 25 biopharmaceutical companies, as well as the fastest-growing mid-caps and cutting-edge emerging biotech. Over the last five years, the company's CAGR has been 20%.

Vision:

“Our vision is to be the biopharma strategy partner most respected for its people, expertise, and impact.”

Mission:

“Our mission is to help biopharmaceutical companies develop, launch and market medicines that expand treatment options, optimize patient outcomes, and deliver high levels of return.”

Values:

“We believe that the respect and trust of our clients must be continuously earned. We strive to achieve this by collectively challenging and supporting each other to be the best we can be and individually taking ownership, being accountable and making a difference.”

Different Teams of Prescient:

- **Intelligence & Insight Team:**
Helps clients to shape confident decisions by providing timely and in-depth insights into how changes in competitor activities, market dynamics and stakeholder behaviors may affect the strategy or performance of an asset, brand, or portfolio
- **Advisory Team:**
Helps to define client's success by using evidence to form the foundations of thinking, challenge the status quo and frame potential options, and channel cross-functional expertise to realize the potential of their brand
- **Analytics Team:**
Ensures depth, breadth, and timeliness of our secondary data analytics to provide client-facing teams with immediate access to relevant public domain intelligence
- **Primary Research Team:**
Works with Prescient Analytics team to support client-facing business units and is responsible for collecting market, competitor and stakeholder evidence using primary research techniques
- **Software Team:**
Works to support proprietary software platform, Inflexion Rx and develops new tools and technologies that help drive clients' business excellence by helping

them make quicker, more informed, and better-aligned decisions

- **Business Operations Team:**

Manages day-to-day global functions to run the business as efficiently as possible and helps businesses to continue to scale and grow

Office Locations:

- San Francisco
- New York
- Boston
- Madrid
- Manchester
- London
- Munich
- New Delhi
- Beijing

Key Learnings:

- Competitive intelligence, market analysis, data analysis, regulatory timelines, clinical pipeline analysis and competitive landscape
- Research gathering experience in drug development, manufacturing, launch and marketing strategy across markets to support strategic analysis
- Business research to deliver actionable insights to clients in therapeutic areas
- Deep knowledge of the disease area as well as scientific expertise
- Primary data collection, secondary data analysis, interviewing and tracking news to support strategic analysis
- Coverage of conferences to gather the latest developments in the pharmaceutical industry
- Assessment of competitor threat and market opportunity
- Workshops on competitor simulation
- Business development
- Report generation