

SUMMER INTERNSHIP PROGRAM

at

ALCHEMVER



12Th of May 2025 – 25Th of July 2025

A REPORT BY

Priyanshi Mandloi

Master of Business Administration

Pharmaceutical MBA

Roll no-0685

2024-26

Under the Mentorship of

Dr. Kajal Sitlani

Assistant Professor

IIHMR UNIVERSITY, JAIPUR



INTERNSHIP COMPLETION CERTIFICATE

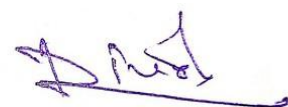
DATE: -25-07-2025

This is to certify that Ms. Priyanshi Mandloi, currently pursuing an MBA in Pharmaceutical Management from **IIHMR UNIVERSITY, Jaipur**, was worked as a **Business Analyst Intern (Forecasting)** at **Alchemver** from **12 May** to **25 July 2025**.

During this period, she demonstrated remarkable dedication, sincerity, and strong desire to learn. She exhibited exceptional coordination skills and effective communication abilities. Moreover, her attention to detail has been truly impressive.

She consistently approached new assignments and challenges with enthusiasm, showcasing her passion for her work. Her commitment and willingness to acquire new knowledge and skills were evident throughout her internship.

We extend our best wishes to her for a successful future and are confident that she will excel in all her endeavors.



Dinesh Pandey

Director

Alchemver



+91-9900400855



contact@alchemver.com



www.alchemver.com

110, S.F Road, Siliguri Bazar, Siliguri,
Darjiling: 734005, West Bengal, India

IIHMR University Faculty Mentor Approval

This is to certify that **Ms. Priyanshi Mandloi** of academic year 2024-26 **School of Pharmaceutical Management** has prepared a poster with respect to her summer internship held during May-July 2025.

She has carried out work as per the guidelines. Her poster is approved for presentation.

Date: 29/07/2025

A handwritten signature in blue ink, appearing to read 'Kajal Sitlani'.

Dr. Kajal Sitlani

Assistant Professor

IIHMR University, Jaipur

Exploring the World of Pharma Consulting: An Internship Focused on Market Insights and Strategy

Mentor- Dr. Kajal Sitlani
Organization Mentor- Mr. Dinesh Pandey

About Organization

Alchemver is a strategic life sciences consultancy that was established in 2021, providing pharmaceutical forecasting, market access, and HEOR capabilities. It follows a "Human Intelligence-First" philosophy by integrating AI-driven solutions and human expertise to assist global biopharma enterprises in drug development, commercialization, and market strategy.

Mission

Elevate human intelligence assisted with latest technology creating a sum greater than its parts.

Vision

Data driven, human owned, machine assisted approach to analysis and analytics

Theoretical Learning

- Pharma sciences & disease basics
- Market access & health economics
- SWOT, PESTLE & forecasting tools

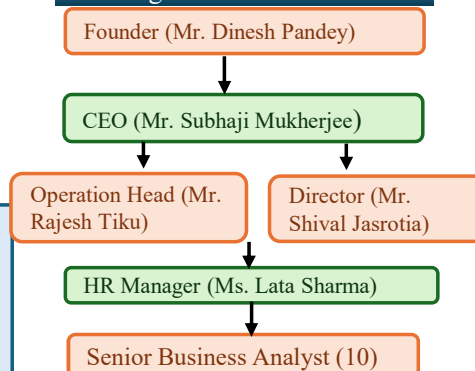
Practical Learning

- Applied real-time market research
- Therapeutic & access analysis
- Used Excel, PowerPoint.

Suggestions to the Organization

Work from the office should be encouraged for interns instead of work from home, as it helps them understand the work culture more thoroughly.

Organization Structure



SWOT Analysis

Strengths

- Human-first approach over pure tech.
- Strong in AI/ML, GenAI, BI, R/Python, SQL, cloud tools.

Weaknesses

- Still building brand recognition.
- Rapid growth may affect margins.

Opportunities

- Rising demand for AI + human hybrid models.
- Advantage in the digital transformation wave

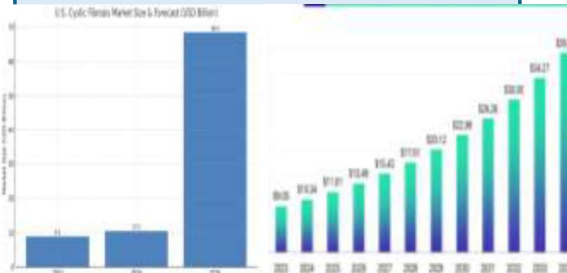
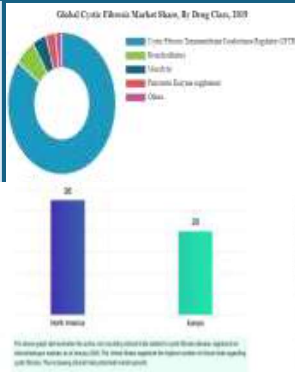
Threats

- Talent poaching by big tech & AI start-ups.
- Risk of costly errors in healthcare consulting.

Project Description

Cystic Fibrosis: Market Assessment and Access Strategy. This project involved studying the market for Cystic Fibrosis treatments, focusing on current therapies, emerging innovations, key players, pricing, and access challenges. The goal was to identify gaps in patient access and suggest strategies to improve affordability and availability of care.

Market size Global- 11.1bn(2025)-39.15bn(2034) , CAGR- 14%. US size -10.5 bn(2024)- 6.84bn(2034), CAGR-18%.



Learnings from the Internship

- Pharmaceutical Forecasting Techniques
- Health Economics and Outcomes Research (HEOR)
- Generative AI in Pharma Consulting

Challenges Faced During Internship

- Navigating Complex Rare Disease Data
- Understanding US Reimbursement Ecosystem
- Adapting to Real-world Consulting Flow

Reporting Format (Weekly)

Name of the Organisation: Alchemver

Area/ Department/ Project of Summer Internship Program: Pharma Consulting

Name of the Student: Priyanshi Mandloi

Roll no: 0685

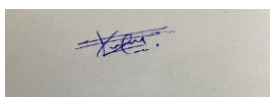
Stream: Pharmaceutical Management

Week no: 01

From: 13/05/2025 to 16/05/2025

Activity Done	Conducted in-depth secondary research and prepared analytical market reports under the domain of healthcare. The reports included comprehensive insights into market trends, segmentation, key players, technological advancements, and outlook. Focus areas included digital therapeutics, gamified wellness apps, VR/AR applications in healthcare, mobile health gaming platforms, rehabilitation and mental health solutions, and sports medicine markets.
Linking theory (Classroom learning) with practice at your organisation	Utilizing the concept of market analytics such as market size, overview, segmentation, targeting and driving factors along with studying the opportunities provided by each industry.
Gaps identified on the working area.	- Limited availability of India-specific market data in certain domains. - Variation in data reliability across public sources. - Lack of standardized structure in initial secondary data sources.
Suggestions for improvement	Access to premium healthcare databases could significantly improve the quality and depth of market insights.
Plan for the next week	Synthesize key findings from all reports for consolidated documentation.

Signature of the Student



Reporting Format (Weekly)

Name of the Organisation: Alchemver

Area/ Department/ Project of Summer Internship Program: Pharma Consulting/Healthcare (Domain)

Name of the Student: Priyanshi Mandloi

Roll no: 0685

Stream: Pharmaceutical Management

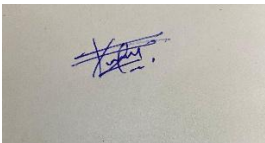
Week no: 02

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

Activity Done	• During this week, I played an active role in conducting in-depth secondary research and strategic analysis across several key areas within the healthcare sector. My work focused on gathering and synthesizing data from reliable sources, analyzing market dynamics, and uncovering emerging trends, growth opportunities, and potential challenges in specialized healthcare markets. • In line with our consulting goals, I contributed to the creation of comprehensive market intelligence reports. This involved evaluating technological developments, mapping out the stakeholder landscape, and analyzing the competitive environment. I also supported the generation of actionable insights to inform internal strategy discussions and enhance client-facing engagements.
Linking theory (Classroom learning) with practice at your organisation	➤ My academic foundation in pharmaceutical sciences has been instrumental in understanding and evaluating advanced healthcare technologies and treatment paradigms. Specifically: • Applied pharmacological and biomedical knowledge to interpret emerging therapies in sports injury management, regenerative medicine, and orthopedics. • Leveraged understanding of human physiology and pathophysiology to assess impacts of microgravity, radiation, and confinement on astronaut health. • Employed public health and management principles to analyze trends in the adoption of digital and physical countermeasures in both sports and space medicine.

	Utilized data interpretation and research skills to draft comprehensive, evidence-based reports aligning with industry standards.
Gaps identified on the working area.	- Limited availability of niche data in emerging areas like space tourism medicine and microgravity-related health impacts. - Need for more structured frameworks to compare overlapping segments (e.g., regenerative medicine in sports vs. space).
Suggestions for improvement	Develop a centralized knowledge base for niche healthcare segments to support faster onboarding and research.
Plan for the next week	Conduct advanced competitive benchmarking and opportunity mapping for key high-growth segments identified in the previous reports.

Signature of the Student



Reporting Format (Weekly)

Name of the Organisation: Alchemver

Area/ Department/ Project of Summer Internship Program: Pharma Consulting

Name of the Student: Priyanshi Mandloi

Roll no: 0685

Stream: Pharmaceutical Management

Week no: 03

From: 26/05/2025 to 30/05/2025

Activity Done	This week, I conducted detailed secondary research and analysis on the Dermatology segment, focusing on disease landscape, treatment options, and emerging market trends. The report included insights on common dermatological disorders, market segmentation by product type and therapeutic class, major pharmaceutical players, pipeline developments, and recent technological advancements.
Linking theory (Classroom learning) with practice at your organisation	Applied classroom learnings in therapeutic area understanding, market analysis, and competitive intelligence to develop a structured report. Utilized frameworks like SWOT and PESTLE for contextual assessment. Skills in literature review, data synthesis, and Microsoft Office tools were employed to align research with real-world market evaluation.
Gaps identified on the working area.	- Limited availability of India-specific epidemiological and market data in the dermatology segment. - Lack of centralized information regarding dermatology pipelines and regional market trends.
Suggestions for improvement	Access to industry-specific dermatology databases or market reports could enhance depth and reliability.
Plan for the next week	- Finalize the dermatology segment report with references and formatting. - Start secondary research on upcoming tasks.

Signature of the Student



Reporting Format (Weekly)

Name of the Organisation: Alchemver

Area/ Department/ Project of Summer Internship Program: Pharma Consulting

Name of the Student: Priyanshi Mandloi

Roll no: 0685

Stream: Pharmaceutical Management

Week no: 04

From: 02/06/2025 to 06/06/2025

Activity Done	❖ During this week of the internship, I was engaged in two key tasks: ➤ Development of Course Material on "Pipeline Analysis Using AI" • Created a structured and detailed PowerPoint presentation to explain the concept, relevance, methodology, tools, and applications of AI in pharmaceutical pipeline analysis. • The material is designed to serve as a reference for internal learning modules or external knowledge-sharing platforms. ➤ Continuation of Dermatology Segment Report • Revised and refined the previously drafted dermatology market report. • Incorporated updated data on disease prevalence, treatment innovations. • Enhanced the formatting and referencing of the document for clarity and completeness.
Linking theory (Classroom learning) with practice at your organisation	• Applied healthcare market analysis and therapeutic area expertise to enhance the dermatology segment report. • Leveraged knowledge of AI technologies, digital tools, and presentation skills to develop structured educational content. • Used project planning, MS PowerPoint, and data visualization principles taught during coursework.
Gaps identified on the working area.	• Limited availability of real-world case studies related to AI application in pharma pipeline analysis. • Inconsistent pipeline data in dermatology segment across open-access sources.

Suggestions for improvement

- Establishing a standardized format for therapeutic reports would improve consistency and efficiency in documentation.
- Incorporating expert interviews or primary insights could bridge knowledge gaps, especially in emerging therapeutic areas.

Plan for the next week

- Initiate secondary research for the next assigned therapeutic segment or digital health focus area.

Signature of the Student

A small, square photograph of a piece of white paper with a handwritten signature in blue ink. The signature is stylized and appears to be "K. Kim".

Reporting Format (Weekly)

Name of the Organisation: Alchemver

Area/ Department/ Project of Summer Internship Program: Pharma Consulting

Name of the Student: Priyanshi Mandloi

Roll no: 0685

Stream: Pharmaceutical Management

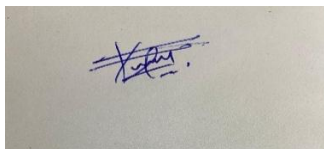
Week no: 05

From: 09/06/2025 to 13/06/2025

Activity Done	➤ Research on Fertility Supplements in the Saudi Arabian Market During this week, I conducted a comprehensive market research project focused on fertility supplements within the Saudi Arabian healthcare landscape. The research involved: • Identifying fertility supplements approved by the Saudi Food and Drug Authority (SFDA). • Classifying each supplement based on its regulatory status (i.e., listed as a food supplement or herbal product). • Investigating the insurance coverage status of these supplements, particularly whether they are approved by health insurance providers. • Conducting a competitor analysis of the three key players in the fertility prescription market and outlining their respective market distribution strategies. • Gathering data on the number of health insurance companies operating in Saudi Arabia and assessing prevalence patterns across regions. ➤ Preparation of a PowerPoint Presentation on Holt-Winters In addition to the research assignment, I developed a professional presentation on the topic of Holt-Winters Forecasting. The presentation included: • A detailed explanation of the method's three components—level, trend, and seasonality. • Examples of practical applications across sectors such as healthcare, finance, retail, and weather forecasting.
----------------------	--

Linking theory (Classroom learning) with practice at your organisation	• The research assignment enabled the application of classroom knowledge related to market analysis, healthcare regulatory frameworks, and pharmaceutical business environments. • The forecasting presentation allowed me to utilize concepts learned in business analytics and statistics courses, particularly those relating to time-series modelling.
Gaps identified on the working area.	• Limited access to real-time or proprietary databases for SFDA product listings and distributor information. • Lack of centralized sources for insurance coverage data specific to fertility supplements in Saudi Arabia.
Suggestions for improvement	• Access to region-specific commercial databases or industry reports would improve the depth of analysis.
Plan for the next week	• Begin work on the next research task as assigned by the organization mentor.

Signature of the Student



Reporting Format (Weekly)

Name of the Organisation: Alchemver

Area/ Department/ Project of Summer Internship Program: Pharma Consulting

Name of the Student: Priyanshi Mandloi

Roll no: 0685

Stream: Pharmaceutical Management

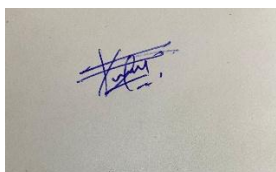
Week no: 06

From: 16/06/2025 to 20/06/2025

Activity Done	➤ Research on the Lung Cancer Segment During this week, I conducted an in-depth study of the lung cancer therapeutic landscape. The report focused on: • Disease classification (NSCLC and SCLC), staging, and survival rates. • Current treatment options include chemotherapy, targeted therapy, and immunotherapy. • Analysis of key market players, ongoing clinical trials, and emerging drug classes. • Epidemiological trends and regional market insights. • Pipeline products and future directions in lung cancer treatment. ➤ Development of a Patient Identification Model Framework • In parallel, I worked on building a conceptual framework for a Patient Identification Model, intended to support the early identification of eligible patients for targeted therapies
Linking theory (Classroom learning) with practice at your organisation	• Applied clinical understanding and epidemiological concepts from coursework to analyze lung cancer trends. • Utilized principles from health informatics and data analytics to conceptualize the patient identification framework.
Gaps identified on the working area.	• Limited access to region-specific clinical data and real-world evidence in the lung cancer domain. • Patient identification tools in practice are often underdeveloped or lack validation for specific therapies.

Suggestions for improvement	Establishing a centralized internal knowledge repository or shared dashboard for ongoing therapeutic area research and patient model components would streamline collaboration, reduce duplication of effort, and ensure continuity in multi-phase projects.
Plan for the next week	Initiate preliminary research on the next area assigned by the organization, focusing on market size, treatment gaps, and innovation landscape.

Signature of the Student



Reporting Format (Weekly)

Name of the Organisation: Alchemver

Area/ Department/ Project of Summer Internship Program: Pharma Consulting

Name of the Student: Priyanshi Mandloi

Roll no: 0685

Stream: Pharmaceutical Management

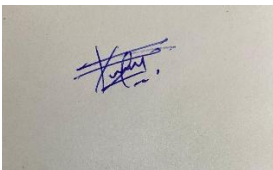
Week no: 07

From: 23/06/2025 to 27/06/2025

Activity Done	During this week, I worked on the development of three key PowerPoint presentations: ➤ Symphony Data Platform Presentation • Prepared a detailed presentation explaining the Symphony data platform and its relevance in healthcare analytics. • Highlighted its use in tracking prescriptions, patient adherence, and launch monitoring of new therapies. ➤ JD Forecasting Model Presentation • Created a structured presentation covering the JD (Job Demand) Forecasting methodology. • Explained the forecasting process, tools used, and real-world business applications. ➤ Proposal: Cohort Sizing of Severe vs. Non-Severe ADA Patients Using PCC, Symphony Claims, and Click Point Data • Drafted a proposal outlining a methodology for estimating the cohort size of severe and non-severe ADA (Anti-Drug Antibody) patients. • Integrated the use of PCC (Patient Care Connect), Symphony claims, and Click Point data for a comprehensive cohort analysis. • Developed an approach to address data gaps using proxies, triangulation, and real-world evidence for more accurate sizing.
----------------------	---

Linking theory (Classroom learning) with practice at your organisation	• Applied healthcare data management, cohort analysis, and forecasting techniques learned in coursework. • Utilized business analytics and predictive modelling concepts to develop the JD forecasting framework.
Gaps identified on the working area.	• Limited availability of integrated patient-level datasets required cross-validation using multiple data sources. • Lack of real-time access to specific data points from Symphony and Click Point posed challenges in cohort estimation.
Suggestions for improvement	• Access to de-identified longitudinal patient datasets would significantly improve the precision of cohort sizing.
Plan for the next week	• Initiate research on a new therapeutic area or healthcare market trend as per the project roadmap.

Signature of the Student



Reporting Format (Weekly)

Name of the Organisation: Alchemver

Area/ Department/ Project of Summer Internship Program: Pharma Consulting

Name of the Student: Priyanshi Mandloi

Roll no: 0685

Stream: Pharmaceutical Management

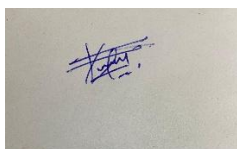
Week no: 08

From: 30/06/2025 to 05/07/2025

Activity Done	➤ Data Entry and Management – Pharmaceutical Colleges in Delhi NCR • Compiled and organized data on pharmaceutical colleges located in the Delhi NCR region using Microsoft Excel. • Collected key information such as college names, locations, websites, and other relevant contact details. • Structured the dataset in a systematic and easy-to-use format for internal reference and future analysis. ➤ Initiation of Research on Cystic Fibrosis • Started a detailed secondary research project focused on cystic fibrosis. • Studied disease background, causes, symptoms, and available treatment options. • Began identifying key pharmaceutical players, ongoing research, and clinical trials related to cystic fibrosis. • Collected initial market insights to understand the treatment landscape and unmet needs.
Linking theory (Classroom learning) with practice at your organisation	• Applied data management and Excel skills to organize large sets of institutional data effectively.

	Utilized research methodologies and healthcare market analysis techniques from classroom learning while working on the cystic fibrosis project.
Gaps identified on the working area.	- Limited availability of complete and updated contact information for some pharmaceutical colleges. - Lack of readily available India-specific data on cystic fibrosis prevalence and treatment patterns.
Suggestions for improvement	Subscription to disease-specific research databases could support deeper and more reliable research on cystic fibrosis.
Plan for the next week	Continue working on a project titled cystic fibrosis.

Signature of the Student



Reporting Format (Weekly)

Name of the Organisation: Alchemver

Area/ Department/ Project of Summer Internship Program: Pharma Consulting

Name of the Student: Priyanshi Mandloi

Roll no: 0685

Stream: Pharmaceutical Management

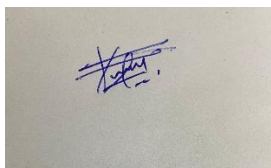
Week no: 09

From: 07/07/2025 to 11/07/2025

Activity Done	➤ During this week, I continued working on the project focused on Cystic Fibrosis, a rare genetic disorder. The major areas covered include: • Introduction and Disease Overview: Provided a comprehensive background on cystic fibrosis. • Epidemiology: Collected and analyzed global and regional prevalence data, focusing on incidence rates across geographies, with an emphasis on the U.S. and Europe. Investigated age-wise and gender-specific patterns where available. • Current Treatment Landscape: Identified existing treatment options including CFTR modulators, antibiotics, mucolytics, and supportive therapies. Analyzed approved drugs, their mechanisms of action, and limitations in treatment efficacy. • Pipeline Analysis: Conducted secondary research on investigational therapies currently in clinical development. Assessed the drug pipeline by development stage (pre-clinical, Phase I–III), key players, and targeted mechanisms. Highlighted trends in novel approaches like gene therapy and mRNA-based treatments.
Linking theory (Classroom learning) with practice at your organisation	• Applied principles of therapeutic area research, epidemiological analysis, and market intelligence. • Utilized knowledge gained from pharmacology, regulatory affairs, and business analytics modules.
Gaps identified on the working area.	• Limited availability of India-specific epidemiological data on cystic fibrosis.

Suggestions for improvement	Subscription to specialized drug pipeline tracking platforms can enhance the quality of pipeline analysis.
Plan for the next week	Continue working on the market assessment and market access landscape of cystic fibrosis.

Signature of the Student



Reporting Format (Weekly)

Name of the Organisation: Alchemver

Area/ Department/ Project of Summer Internship Program: Pharma Consulting

Name of the Student: Priyanshi Mandloi

Roll no: 0685

Stream: Pharmaceutical Management

Week no: 10

From: 14/07/2025 to 18/07/2025

Activity Done	➤ During this week, I continued working on the project focused on Cystic Fibrosis, with a specific focus on Market Assessment and Market Access. The major areas covered include: • Market Assessment: • Analyzed the U.S. market size for cystic fibrosis therapies. • Assessed unmet needs and gaps in the current treatment landscape. • Market Access Landscape: • Investigated pricing, reimbursement, and patient access mechanisms in the U.S. healthcare system. • Reviewed ICER evaluations and cost-effectiveness of CF therapies.
Linking theory (Classroom learning) with practice at your organisation	• Applied knowledge from, market access strategy, and rare disease analytics.
Gaps identified on the working area.	• limited access to commercial pricing data and ICER full evaluation reports.
Suggestions for improvement	• Gaining access to proprietary databases like EvaluatePharma or PharmaIntelligence can enhance precision in market size forecasting and drug access mapping.
Plan for the next week	• Submission of Final Report.

Signature of the Student



Compiled Reporting Format

Name of the Organisation: Alchemver

Area/ Department/ Project of Summer Internship Program: Pharma Consulting

Name of the Student: Priyanshi Mandloi

Roll no: 0685

Stream: Pharmaceutical Management

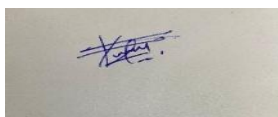
Activity Done

- During my internship at Alchemver, I got the chance to work on different research and strategic projects in the Pharma Consulting area. My main work involved doing secondary research, studying diseases and treatments, preparing reports, and making presentations to support the company's healthcare consulting work.
- In the beginning, I explored new and growing areas in healthcare such as digital health apps, virtual and augmented reality, gamified wellness platforms, sports medicine, and rehabilitation tools. I studied how these markets are growing, who the main companies are, what technologies are being used, and what opportunities exist. This gave me a good base in understanding healthcare trends and market research.
- Later, I focused on specific health conditions like dermatology and lung cancer. I investigated common skin problems, treatments, and new medicines in development. For lung cancer, I researched disease types, treatments, ongoing clinical trials, and challenges in patient access. I also worked on a model to help identify which patients could benefit most from specific therapies.
- One of the unique parts of my internship was creating learning materials in PowerPoint on topics like **AI in pipeline analysis**, **Holt-Winters forecasting**, and **job demand forecasting**. These helped explain complex ideas in a simple way. I also created a proposal to estimate patient groups using

	healthcare data platforms like Symphony and PCC. • Another important project was about the fertility supplement market in Saudi Arabia. I investigated which products are approved by their drug authority (SFDA), how insurance works there, and what strategies the main companies use. • In the final weeks, I worked in-depth on a rare disease called Cystic Fibrosis. I studied what causes it, how it affects people, available treatments like CFTR modulators, and new research in gene therapy. I also analysed the U.S. market, investigated pricing and insurance, and studied how patients get access to treatment. I ended the project by suggesting ways to make treatment more affordable and accessible through better pricing strategies and support programs.
Linking theory (Classroom learning) with practice at your organisation	➤ Throughout this internship, I was able to apply multiple concepts learned during the MBA in Pharmaceutical Management program: • Used pharmacology, pathophysiology knowledge to interpret treatment models. • Applied regulatory and commercial frameworks to assess product access and market viability. • Leveraged research methodology, forecasting, and business analytics to create actionable insights and strategic content. • Practiced tools like SWOT, PESTLE, Excel dashboards, and PowerPoint for real-time reporting and communication.
Gaps identified on the working area.	• It was difficult to find updated and accurate data for some countries, especially India and the Middle East. • Some websites and public sources had incomplete or confusing information. • Getting detailed real-world patient data was not possible, which limited deep analysis in some areas like cancer and rare diseases.

	• Information from different sources sometimes didn't match, which made it harder to cross-check facts. • In some cases, we didn't have access to paid databases, which could have provided better insights.
Suggestions for improvement	• Subscription to premium pharma databases would enhance research accuracy. • Incorporating primary interviews with clinicians or industry experts could bring practical insights into reports. • More training or guidance on using healthcare data tools would help in doing detailed and accurate analysis.
Key Learnings	• I learned how to conduct detailed secondary research and analysed healthcare markets effectively. • I understood how to study diseases, treatments, and patient needs from both a clinical and business point of view. • I improved my skills in using tools like Excel and PowerPoint to create clean, well-structured reports and presentations. • I gained practical knowledge about how healthcare data platforms work and how real-world evidence is used in decision-making. • I learned how pricing, reimbursement, and access work in different countries, especially in rare diseases like Cystic Fibrosis. • The internship helped me understand how theoretical knowledge from college can be applied to real industry projects.

Signature of the Student



Approved by the IIHMR University's Mentor