

SUMMER INTERNSHIP REPORT

at

ALCHEMVER

From: 12 May 2025 to 25 July 2025



A REPORT BY:

Parihar Bhavesh Rajesh

Master of Business Administration

Pharmaceutical Management-16

IIHMR-U/02/2024-26/0679

2024-2026

Under Mentorship of

Dr. Sanjay Gupta

Professor



IIHMR University, Jaipur

INTERNSHIP COMPLETION CERTIFICATE

DATE: - 25-07-2025

This is to certify that Mr. Parihar Bhavesh Rajesh, currently pursuing an MBA Pharmaceutical Management from The **IIHMR University Jaipur**, was Working as a **Business Analyst Intern (Forecasting)** with **Alchemver** from **12 May** to **25 July 2025**.

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

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

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



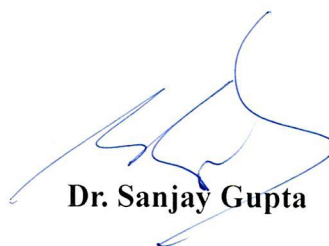
Dinesh Pandey
Director
Alchemver

IIHMR University Faculty Mentor Approval

This is to certify that **Mr. Parihar Bhavesh Rajesh** of academic year 2024-26, **School of Pharmaceutical Management**, has prepared a poster with respect to his summer internship held during May-July 2025.

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

Date: 29/07/2025

A blue ink signature of Dr. Sanjay Gupta, consisting of stylized, flowing lines.

Dr. Sanjay Gupta
Professor & Dean

Alchemver, founded in 2024 and based in Bengaluru, Karnataka, is a healthcare consulting firm focused on a human intelligence-first approach. Combining deep expertise with advanced technology, Alchemver delivers tailored consulting and innovative solutions to help healthcare organizations optimize patient care, improve efficiency, and drive growth. Core areas include healthcare analytics, pharmaceutical forecasting, business solutions, competitive intelligence, and strategic consulting.

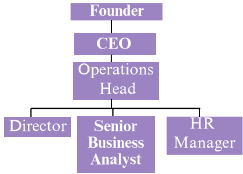
VISION

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

MISSION

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

ORGANISATION STRUCTURE



Learnings During Internship

- Pharmaceutical Forecasting Techniques
- Health Economics and Outcomes Research(HEOR)
- Market Assessment and Market Access
- Competitive Analysis
- Understanding AI-Human Consulting at Alchemver
- Enhanced Presenattion skills



SWOT Analysis

Strengths

- **Advanced tech:** Use of AI, Python/R, SQL, BI, and GenAI for pharma solutions.
- **Diverse focus:** Covers analytics, forecasting, HEOR, sales, and competitive intelligence.

Weaknesses

- **New Firm:** Founded in 2024, limited market presence.
- **Emerging Brand:** Challenges in building trust and visibility in a competitive industry.

Opportunities

- **AI Demand:** Growing need for predictive, tech-driven healthcare solutions.

Threats

- **High Competition:** Competes with big firms and niche players.
- **Tech Advancement:** Need constant AI/ML updates.

PROJECT ASSIGNED

Market Assessment and Market Access of SMA-US Market

Market Size:\$2.75B(2024) → 5.9B(2032),

CAGR:9.9%

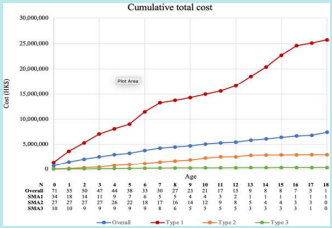
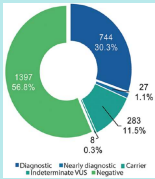
Prevalence: Global: ~1–2 per 100,000

US: ~10,000–25,000 live cases

Annual Treatment Cost (SMA):Over \$300,000 per patient

Cost of Treatment:

- **Zolgensma:** ~\$2.1 million
- **Spinraza:** ~\$750,000 first year, ~\$375,000/year after
- **Evrysdi:** ~\$340,000/year
- **Dosing:** 4 loading doses + maintenance every 4 months
- **Coverage Split:**
~70% via medical benefit
~30% via pharmacy benefit



THEORETICAL UNDERSTANDING v/s PRACTICAL EXPOSURE

Market research concepts and methods	Conducting actual market research for clients
Understanding consulting frameworks	Applying frameworks to structure real projects
Knowing how to structure reports in theory	Creating actionable reports and presentations
Studying Excel, Power BI, data analysis in theory	Analyzing real market trends and competitor data

CHALLENGES FACED DURING INTERNSHIP

Communication challenges	Time management
Market analysis complexity	Presenting insights clearly in reports and presentations

SUGGESTIONS FOR THE ORGANISATION

- Regular team check-ins to align tasks.
- Provide more hands-on training for tools like Power BI and forecasting models.
- Short knowledge-sharing sessions on healthcare trends.

Reporting Format (Weekly)

Name of the Organisation: Alchemver

Area/ Department/ Project of Summer Internship Program: Business Analyst Intern

Name of the Student: Parihar Bhavesh Rajesh

Roll no: 0679

Stream: MBA Pharmaceutical Management

Week no: 01 From: 12/05/2025 to 17/05/2025

Activity Done	On the very first i.e. Monday 12 th May, we were introduced to the company and how it works, and we had the opportunity to give a formal introduction with a mentor assigned to us. On Tuesday, we were assigned with different tasks that need to be completed by the end of the day. We were told to prepare market research report.
Linking theory (Classroom learning) with practice at your organisation	Understanding of the market research reports during classroom modules and the excel learnings helped a lot to complete the task on time.
Gaps identified on the working area.	Since our week was totally work from home, felt difficulty in connecting with the mentor and clear out doubts.
Suggestions for improvement	Interaction with the students can be increased.
Plan for the next week	On Monday meeting will be arranged in which the schedule of the whole week will be discussed with us.



Signature of the Student

Approved by the IIHMR University's Mento

Reporting Format (Weekly)

Week no: 02 From: 19/05/2025 to 24/05/2025

Activity Done	Meeting was conducted and we were introduced to other founder of Alchemver and interns from other University. Provided feedback for the first week. Created market research reports on different therapy areas globally.
Linking theory (Classroom learning) with practice at your organisation	Understanding of the market research reports during classroom modules and the excel learnings helped a lot to complete the task on time while maintaining professionalism.
Gaps identified on the working area.	Since our week was totally work from home, we initially felt difficulty in connecting with the mentor and clear out doubts.
Suggestions for improvement	Regular meetings and feedback can be provided.
Plan for the next week	On Monday meeting will be arranged in which the schedule of the whole will be discussed with us and feedback for this week will be provided and new tasks will be given.



Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Week no: 03 From: 26/05/2025 to 31/05/2025

Activity Done	Feedback was given on previous week work done. On Monday new task was assigned to prepare a market research report for Global Infectious Disease Market which included market size, forecasting, key trends and developments, etc
Linking theory (Classroom learning) with practice at your organisation	Understanding of the market research reports during classroom modules and the excel learnings helped a lot to complete the task on time while maintaining professionalism.
Gaps identified on the working area.	Workload is little high
Suggestions for improvement	Interaction with the students can be increased.
Plan for the next week	On Monday meeting will be arranged in which the schedule of the whole will be discussed with us.



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Reporting Format (Weekly)

Week no: 04 From: 2/06/2025 to 7/06/2025

Activity Done	Introduced to new topics like peak share estimation, forecasting, share theft calculation, created a ppt on Peak share estimation using AI/ML. Continued the report of Infectious Disease and found out key trends, also did competitor analysis, studied different vaccines and key pipelines and identified the market share of different brands.
Linking theory (Classroom learning) with practice at your organisation	Understanding of the market research reports during classroom modules and the excel learnings helped a lot to complete the task on time while maintaining professionalism.
Gaps identified on the working area.	Workload is little high
Suggestions for improvement	Regular feedback can be done
Plan for the next week	On Monday meeting will be arranged in which the schedule of the whole will be discussed with us.



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Reporting Format (Weekly)

Week no: 05 From: 09/06/2025 to 14/06/2025

Activity Done	Prepared report on Fertility supplements in Saudi Arab, created a detailed supplements available approved by SFDA , found out top selling supplements and its pricing. Created report on Biologic market in India included key competitors and brands working in this field, also done forecasting of market size. Prepared ppt on Patient Service support and its importance in pharma sector and how AI is used, also studied how different companies are using AI.
Linking theory (Classroom learning) with practice at your organisation	Understanding of the market research reports during classroom modules and the excel learnings helped a lot to complete the task on time while maintaining professionalism.
Gaps identified on the working area.	Regular meetings and feedback can be done.
Suggestions for improvement	Interaction with the students can be increased.
Plan for the next week	On Monday meeting will be arranged in which the schedule of the whole will be discussed with us.



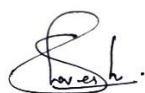
Signature of the Student

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Reporting Format (Weekly)

Week no: 06 From: 16/06/2025 to 20/06/2025

Activity Done	Prepared report on Bladder cancer market in US, NMIBC and HIBC, key trends and epidemiological data and treatment pathways. Also worked on case study- How Amgen saved and 50 million annually using Ai powered copay fraud detection, identified common types of frauds like duplicate claims, ineligible patients, pharmacy doctor collusion and also read available reports and case study on healthcare frauds.
Linking theory (Classroom learning) with practice at your organisation	Understanding of the market research reports during classroom modules, ppt presentation helped a lot to complete the task on time while maintaining professionalism.
Gaps identified on the working area.	Regular meetings and feedback can be done.
Suggestions for improvement	Interaction with the students can be increased.
Plan for the next week	On Monday meeting will be arranged in which the schedule of the whole will be discussed with us.



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Reporting Format (Weekly)

Week no: 07 From: 23/06/2025 to 28/06/2025

Activity Done	During the week, I completed the following key activities: - Monday: Created a detailed ppt on Flatiron Health, exploring its role in oncology. - Tuesday: Developed a PPT on Agentic AI in Pharma Forecasting, focusing on adaptive models and their integration. - Wednesday: Presented on Competitive Intelligence and Pricing Tools used in pharma for forecasting, payer analysis, and strategic planning. - Thursday: Studied a case study on how pharma companies use PCC, Symphony Claims, and Clickpoint data to conduct patient cohort sizing and derive analytics, with a specific focus on diabetes (ADA). - Friday: Created a structured AI in Healthcare Framework covering stages from data sourcing to deployment and post-deployment monitoring.
Linking theory (Classroom learning) with practice at your organisation	Topics like Real-World Evidence, Market Intelligence, Forecasting, and AI/ML applications covered in Pharmaceutical Marketing, and Data Analytics, were directly applied in case analysis. Concepts from classroom modules like lifecycle, value-based pricing, segmentation, and cohort analysis helped in decision-making.

Gaps identified on the working area.	No access to proprietary tools like DRG, Clickpoint, or Symphony made deep data analysis more theoretical than hands-on.
Suggestions for improvement	Interaction with the students can be increased.
Plan for the next week	On Monday meeting will be arranged in which the schedule of the whole will be discussed with us.



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Reporting Format (Weekly)

Week no: 08 From: 30/06/2025 to 4/07/2025

Activity Done	Meeting was conducted by Dinesh Sir and feedback was given on previous week and new task was assigned for the week. We were told to prepare an excel sheet listing all pharma colleges in Tamil Nadu and collect information like college name, official website of the college, LinkedIn profile of the college, contact number.
Linking theory (Classroom learning) with practice at your organisation	Data collection and excel skills were used.
Gaps identified on the working area.	This task was not much relevant.
Suggestions for improvement	Better task can be given
Plan for the next week	On Monday meeting will be arranged in which the schedule of the whole will be discussed with us.



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Reporting Format (Weekly)

Week no: 09 From: 7/07/2025 to 11/07/2025

Activity Done	Meeting was conducted by Dinesh Sir and feedback was given on previous week and new task was assigned for the week. We were told to research rare diseases in US market and pick one disease for the final project and create market assessment and market access report. Studied SMA and its types, symptoms and progression. Gathered Epidemiology data and incidence and prevalence data. Researched current treatment , approved therapies, explored pipeline drugs and checked clinical trials databases.
Linking theory (Classroom learning) with practice at your organisation	Market research methods and data collection used
Gaps identified on the working area.	Lack of primary research.
Suggestions for improvement	More primary research can be given
Plan for the next week	On Monday meeting will be arranged in which the schedule of the whole will be discussed with us.



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Reporting Format (Weekly)

Week no: 10 From: 14/07/2025 to 20/07/2025

Activity Done	Continued with market assessment and market access report on Spinal Muscular Atrophy. Drafted disease background, causes, diagnosis methods, standard treatment, also highlighted unmet needs faced by patients and doctors, did competitive landscape analysis, added details on product portfolio, recent launch and revenues, also worked on pricing and reimbursement for SMA drugs. Compared prices for gene therapy and oral treatment. Studied payer policies, did SWOT analysis, mapped patient journey and patient support programs, market size determination and market dynamics and key drivers and key trends
Linking theory (Classroom learning) with practice at your organisation	Market research methods and data collection used
Gaps identified on the working area.	Lack of primary research.
Suggestions for improvement	More primary research can be given



Signature of the Student

Approved by the IIHMR University's Mentor

Compiled Reporting Format

Name of the Organisation: Alchemver

Area/ Department/ Project of Summer Internship Program: Business Analyst Intern

Name of the Student: Parihar Bhavesh Rajesh

Roll no: 0679

Stream: MBA Pharmaceutical Management

Activity Done:

On 12th May, we were introduced to our mentor, who provided a brief overview of the internship, including our roles and expectations.

Starting from 13th May, we were each assigned specific topics. Under our mentor's guidance, I began working on my research topic, "*Market Research on Pharmaceuticals.*" I collected data from various reliable sources and used Excel to analyse the information. Based on the insights gained, I prepared a report in Microsoft Word, detailing my approach, findings, and learnings.

During second week i.e. from 19th May, I continued working on "*Market Research on Pharmaceuticals*", diving deeper into data collection and analysis. I used Excel to interpret trends and significance, and developed a comprehensive report in Word, outlining the steps taken and key takeaways from the research.

From 26th May, we were introduced to a new area of focus. Each intern was assigned a therapeutic area—mine was *Infectious Disease Market*. I conducted research on the Infectious Disease market, including market size, recent drug approvals, and regulatory guidelines. Using data from credible sources, I created a detailed report and updated the 2023 therapeutic outlook to reflect 2024 trends and developments.

On the week starting from 2nd June, I worked on designing a PowerPoint presentation for a course module on *Peak Share Estimation Using AI/ML*. The presentation followed a given template and included: course overview, module-wise topics, learning outcomes, application examples, and an assessment plan. The final output-maintained formatting consistency and clearly conveyed the course structure.

From 9th June, I focused on gathering data about *Fertility Supplements in the Saudi market*. I collected contact details of wholesalers and distributors and analysed key market players and their distribution strategies. Additionally, I prepared a presentation on *Biologic Market and Patient Service Support*, summarizing insights from a course I had completed.

During the week of 16th June, I conducted research on *US Bladder Cancer Market*. This included data on incidence, stages, treatments (hormonal therapy, chemotherapy, immunotherapy), and patient demographics. I created a presentation covering disease overview, therapies, clinical guidelines, and ongoing trials. I also worked on a case study *How Amgen saved 50M dollars annually using AI powered copay fraud detection*.

From 23rd July, I Created a detailed ppt on Flatiron Health, exploring its role in oncology. Developed a PPT on Agentic AI in Pharma Forecasting, focusing on adaptive models and their integration. Presentation on Competitive Intelligence and Pricing Tools used in pharma for forecasting, payer analysis, and strategic planning. Studied a case study on how pharma companies use PCC, Symphony Claims, and Clickpoint data to conduct patient cohort sizing and derive analytics, with a specific focus on diabetes (ADA). Created a structured AI in Healthcare Framework covering stages from data sourcing to deployment and post-deployment monitoring.

From 30th June, I worked on the project “*Spinal Muscular Atrophy – Market Assessment and Market Access*.” I participated in scope definition and began initial research on epidemiology, treatments, key players, and access challenges across regions. In parallel, I collected data on pharmaceutical companies in *Tamil Nadu*, compiling directories with websites, LinkedIn profiles, and contact details for future outreach.

During the week of 7th July, I Studied SMA and its types, symptoms and progression. Gathered Epidemiology data and incidence and prevalence data. Researched current treatment , approved therapies, explored pipeline drugs and checked clinical trials databases.

In the week of 14th to 19th July, I worked on a *Market Assessment and Market Access Report*. Drafted disease background, causes, diagnosis methods, standard treatment, also highlighted unmet needs faced by patients and doctors, did competitive landscape analysis, added details on product portfolio, recent launch and revenues, also worked on pricing and reimbursement for SMA drugs. Compared prices for gene therapy and oral

treatment. Studied payer policies, did SWOT analysis, mapped patient journey and patient support programs, market size determination and market dynamics and key drivers and key trends

Linking theory (Classroom learning) with practice at your organisation:

During my internship at Alchemver as a Business Analyst Intern (Forecasting), I was able to effectively bridge the gap between academic knowledge and real-world applications. The classroom modules played a crucial role in equipping me with the tools necessary for success.

My understanding of market research reports, gained through coursework, along with hands-on Excel training, proved instrumental in completing tasks efficiently while upholding professionalism. Topics such as Market research, Forecasting, and the applications of AI/ML and Data Analytics were directly applied during case analyses and deliverables.

Key concepts learned in class including **product lifecycle management, value-based pricing, market segmentation, and cohort analysis** provided a strong framework for making data-driven and strategic decisions.

Additionally, the principles and methods of **market research and primary/secondary data collection** learned during academic modules were directly implemented to gather and validate insights. My proficiency in Excel, developed through classroom exercises, allowed me to structure, clean, and analyse datasets effectively.

Gaps identified on the working area:

Since the entire internship was conducted in a **work-from-home**, we initially faced challenges in establishing smooth communication with our mentor. It was difficult to clarify doubts and limited our exposure to collaborative learning.

Additionally, the **workload was relatively high**, especially while balancing multiple deliverables within tight timelines. The absence of access to **proprietary tools** limited our ability to conduct deep, hands-on data analysis.

Another significant limitation was the **lack of primary research**, which could have added richer insights and validated secondary data findings.

Suggestions for improvement:

1. Increase Interaction:
Encouraging more frequent interaction between mentors and interns would help in

clarifying doubts, building rapport, and improving overall engagement. Scheduled weekly check-ins could enhance learning outcomes.

2. Regular Feedback:

Implementing a structured feedback system can help in strengths and areas of improvement. Regular guidance will also allow for better alignment with expectations.

3. Enhanced Task Quality:

Assigning more impactful and diverse tasks would not only keep interns engaged but also expose them to various aspects of business strategy, data handling, and real-world problem-solving.,

4. Use of Primary Research:

Including opportunities to conduct primary would significantly enrich the learning experience.

5. Access to Tools & Resources:

If possible, providing limited access to industry tools or alternative datasets would allow for hands on experience can make the experience more industry-relevant.



Signature Of student

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