

SUMMER INTERNSHIP PROGRAM

At

Impeerical Consulting Pvt. Ltd

From **12 May 2024** to **21 July 2025**

A REPORT BY

Neeraj Kumar Sahu

Master of Business Administration

PHARMACEUTICAL MANAGEMENT

IIHMR-U/02/2024-26/0675

2024-26

Under the Mentorship of

Dr. Sanjay Gupta

Professor and Dean

IIHMR UNIVERSITY, JAIPUR





Impeerical Consulting (Pvt) Ltd.

CIN: U62099HR023PTC116760

Date: July 21, 2025

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Neeraj Kumar Sahu student of MBA-Pharmaceutical Management, Department of Pharmaceutical Management from IIHMR University, Jaipur has successfully completed his internship program in our organization from May 12, 2025 to July 21, 2025 with our entire satisfaction.

During his internship period he has completed all the assignments with complete dedication and best of his knowledge.

Wishing him great success in all his future endeavors.

For Impeerical Consulting (P) Ltd.,

A handwritten signature in blue ink, appearing to read 'Ha Rout', written over the printed name.

Ms. Ha Rout

Authorized Signatory

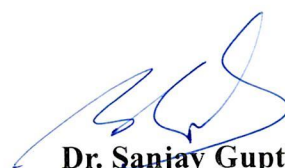


IIHMR University Faculty Mentor Approval

This is to certify that **Mr. Neeraj Kumar Sahu** of the 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 initials and a surname.

Dr. Sanjay Gupta

Professor & Dean IHMR

IIHMR University, Jaipur

Week - 01 Report

Name of the Organization: Impeerical Consulting Pvt. Ltd

Area/ Department/ Project of Summer Internship Program : Market Research

Name of the Student: Neeraj Kumar Sahu

Roll no: 0675

Stream: MBA(PM-16)

Week no: 1

From :13-05-25 to 17-05-25

Activity Done	• Planned and mapped regional fieldwork strategy for RCPA surveys. • Identified hospitals and nearby chemist shops for primary research. • Designed a detailed action plan for field visits. • Scheduled and facilitated doctor interviews for a second project. • Conducted a survey on AI usage in healthcare with 40 specialists across Nagpur, Rajkot, and Nasik. • Created pitch content for doctors and followed up on interviews. • Observed a live doctor-client interview session. • Used two productivity tools (2 Chrome extensions) with the team. • Continued self-learning on AI applications and prompt engineering.
Linking theory (Classroom learning) with practice at your organization)	• Applied concepts from Market Research and Pharma Marketing to structure RCPA and field survey. • Used communication skills learned in classroom to interact professionally with doctors and chemists. • Practiced planning and execution methodologies for field work and data collection, as taught in Project Management.

	• Used digital tools and secondary data sources similar to classroom exercises involving healthcare market analysis.
Gaps identified on the working area.	• Limited availability of doctors during business hours for primary interviews. • Data inconsistency in publicly available lists of chemists/hospitals. • Some doctors were not willing to participate in virtual interviews. • Technical knowledge gap in AI usage among some stakeholders.
Suggestions for improvement	• Early scheduling and time-blocking strategies for doctor interviews. • Explore in-person meetings for doctors who are not comfortable with virtual interviews.
Plan for the next week	• Conduct fieldwork and surveys at various locations in Hyderabad as part of the ongoing project. • Continue coordination with healthcare professionals for interviews and data collection. • Apply insights from previous surveys to improve current field strategies. • Maintain documentation and reporting of findings for internal analysis.

Signature of the Student

Neeraj Kumar Sahu

Week - 02 Report

Name of the Organization: Impeerical Consulting Pvt. Ltd

Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Neeraj Kumar Sahu

Roll no: 0675

Stream: MBA(PM-16)

Week no: 2

From: 19-05-25 to 24-05-25

Activity Done	• Visited various hospitals across Hyderabad for primary data collection. • Covered multiple geographic locations to understand regional healthcare dynamics. • Interacted with hospital staff and pharmacy personnel. • Visited chemists/retail pharmacies to gather market-related data. • Conducted on-field surveys using prepared questionnaires. • Collected and documented responses from stakeholders. • Maintained detailed records of observations and responses for analysis.
Linking theory (Classroom learning) with practice at your organization)	• Applied principles of Market Research to design and conduct primary surveys. • Implemented Communication and Interpersonal Skills while interacting with healthcare professionals and chemists. • Applied knowledge of Pharmaceutical Management to understand product availability and demand patterns.

Gaps identified on the working area.	• Limited availability or willingness of some stakeholders to participate in surveys. • Some addresses of hospitals provided in the Excel sheet were incorrect or outdated, leading to confusion and time loss. • Difficulty in locating certain hospitals due to incomplete location details. • Variation in the level of cooperation among stakeholders affected data consistency. • Time constraints in covering all planned locations efficiently.
Suggestions for improvement	• Verify and update hospital addresses in the Excel sheet before field visits to avoid confusion.
Plan for the next week	• Continue field visits by covering the remaining locations in Hyderabad. • Revisit hospitals or chemists where data collection was incomplete or pending.

Signature of the Student

Neeraj Kumar Sahu

Week - 03 Report

Name of the Organization: Impeerical Consulting Pvt. Ltd

Area/ Department/ Project of Summer Internship Program : Market Research

Name of the Student: Neeraj Kumar Sahu

Roll no: 0675

Stream: MBA(PM-16)

Week no: 3

From: 26-05-25 to 31-05-25

Activity Done	- Continued field visits across Hyderabad for primary data collection. - Visited hospitals and retail chemists in various localities. Interacted with hospital staff and pharmacists for market insights. - Conducted surveys and collected first-hand responses. - Simultaneously began working on a new project focused on building a database of Radiation Oncologists.
Linking theory (Classroom learning) with practice at your organization)	- Applied principles of Market Research and data collection techniques to design and conduct primary surveys. - Implemented Communication and Interpersonal Skills while interacting with healthcare professionals and chemists. - Applied knowledge of Pharmaceutical Management to understand product availability and demand patterns.
Gaps identified on the working area.	Continued occurrence of incorrect or outdated hospital addresses in the Excel sheet.

	• Difficulty in locating certain hospitals due to incomplete location details.
Suggestions for improvement	• Verify and update hospital addresses in the Excel sheet before field visits to avoid confusion.
Plan for the next week	• Travel to Coimbatore to start field visits and collect data there.

Signature of the Student

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Week - 04 Report

Name of the Organization: Impeerical Consulting Pvt. Ltd

Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Neeraj Kumar Sahu

Roll no: 0675

Stream: MBA(PM-16)

Week no: 4

From: 02-06-25 to 07-06-25

Activity Done	- Continued working on the project focused on building a database of Radiation Oncologists and conducted primary outreach to confirm details. - Scheduled and conducted interviews with Marketing Managers or Sales Managers of diagnostic centres in Hyderabad for primary research. - Conducted both secondary and primary research for diagnostic labs and maintained the findings in a structured Excel template.
Linking theory (Classroom learning) with practice at your organization)	- Applied principles of Market Research and data collection techniques to design and conduct primary surveys. - Implemented Communication and Interpersonal Skills while interacting with healthcare professionals and chemists.
Gaps identified on the working area.	- Current practice of using personal phone numbers poses privacy and safety concerns. - Many diagnostic centres are reluctant to provide information, which delays data collection.

Suggestions for improvement	• A dedicated company phone number or cloud-based calling system should be provided to interns for professional communication.
Plan for the next week	• Conduct field visits for on-ground data collection and verification.

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Week - 05 Report

Name of the Organization: Impeerical Consulting Pvt. Ltd

Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Neeraj Kumar Sahu

Roll no: 0675

Stream: MBA(PM-16)

Week no: 5

From: 09-06-25 to 14-06-25

Activity Done	• Worked on the new project under the ongoing market research assignment. • Conducted telephonic patient interviews in Nashik city. • Gathered responses based on structured questionnaires. • Compiled the interview findings and created patient-wise reports. • Maintained data in an organized format for submission and analysis.
Linking theory (Classroom learning) with practice at your organization)	• Applied research methodologies and qualitative data collection techniques learned in class. • Used communication skills to engage patients sensitively and effectively over phone calls.
Gaps identified on the working area.	• Occasional delays in responses due to patients' unavailability or discomfort during telephonic conversations.
Suggestions for improvement	• Pre-verify patient contact information for accuracy and availability.

Plan for the next week	• Start working on another new project assigned under the market research domain.
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Signature of the Student

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Week - 06 Report

Name of the Organization: Impeerical Consulting Pvt. Ltd

Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Neeraj Kumar Sahu

Roll no: 0675

Stream: MBA(PM-16)

Week no: 6

From: 16-06-25 to 21-06-25

Activity Done	• Worked on a new project: Brand Profiling of the drug Tamdura (Sun Pharmaceuticals). • Conducted secondary research to study the brand's presence, marketing strategies, and promotional activities. • Collected data on digital initiatives, doctor engagement programs, patient awareness campaign and many more. • Analyzed market share data using Excel, including sector-wise percentage breakdown. • Conducted primary research by contacting distributors, arranging calls with MRs, and conducting interviews to gather brand-related insights. • Organized all findings and maintained them in a structured presentation format for team reference and analysis.
Linking theory (Classroom learning) with practice at your organization)	• Applied classroom learning of secondary and primary research methods to gather, validate, and interpret industry data.

	Used tools such as Excel, which were taught in analytics and research methodology sessions, to analyze and present data effectively.
Gaps identified on the working area.	- Difficulty in receiving timely responses from MRs and distributors due to their tight schedules. - Using personal phone numbers for professional communication (primary research) is not feasible and can raise privacy concerns.
Suggestions for improvement	- Schedule calls or interviews with field professionals in advance for better coordination. - Provide interns with access to dedicated communication channels or alternate phone arrangements.
Plan for the next week	- Traveling to Rajahmundry for fieldwork starting tomorrow. - Will be covering Rajahmundry and Vizag over the week to gather primary market insights.

Signature of the Student

Neeraj Kumar Sahu

Week - 07 Report

Name of the Organisation: Impeerical Consulting Pvt. Ltd

Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Neeraj Kumar Sahu

Roll no: 0675

Stream: MBA(PM-16)

Week no: 7

From: 23-06-25 to 28-06-25

Activity Done	• Conducted extensive field visits (RCPA) in Rajahmundry and Visakhapatnam throughout the week. • Focused RCPA on various diabetic protein powder brands, assessing their availability, prescription trends, and brand visibility. • Interviewed retail chemists, hospital pharmacists, and pharmacy managers to gather insights on demand and stocking patterns. • Interacted with doctors to understand their prescribing behavior and brand preferences for diabetic nutrition products. • Engaged with purchase managers to understand their views on brand availability and preferences in institutional settings. • Collected information on key brands, substitutes, and brand-switching behavior in the diabetic nutrition segment. • Maintained field visit logs and documented responses from various stakeholders.
Linking theory (Classroom learning) with practice at your organization)	• Applied Market Research and RCPA (Retail Chemist Prescription Audit) techniques to collect meaningful field data. • Implemented Communication and Interpersonal Skills while interacting medical and non-medical professionals.
Gaps identified on the working area.	• Resistance from some stakeholders in sharing information due to confidentiality or busy schedules.

	• Language barriers at a few locations affected clarity during interaction.
Suggestions for improvement	• Schedule appointments or visits in advance to optimize time and improve access.
Plan for the next week	• Finalize the documentation of RCPA findings.

Signature of the Student

Neeraj Kumar Sahu

Week - 08 Report

Name of the Organization: Impeerical Consulting Pvt. Ltd

Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Neeraj Kumar Sahu

Roll no: 0675

Stream: MBA(PM-16)

Week no: 8

From: 30-06-25 to 05-07-25

Activity Done	• Worked on a new market research project titled "Project Rising". • Delegated and studied various hospitals located in Mumbai and Hyderabad. • Conducted both secondary and primary research to collect relevant data. • Analyzed hospital services, facilities, pricing, specialties, and infrastructure. • Collected and interpreted information on revenue models, patient volume, and service differentiation. • Compiled and documented insights to support strategic decision-making.
Linking theory (Classroom learning) with practice at your organization)	• Practiced primary data collection strategies including structured inquiries and observational analysis. • Implemented Communication and Interpersonal Skills while interacting medical and non-medical professionals.
Gaps identified on the working area.	• Limited access to financial data and service-level KPIs during secondary research. • Difficulty in reaching hospital authorities for primary data due to their busy schedules.

Suggestions for improvement	• Conduct in-person interviews with hospital heads or key personnel by taking prior appointments to gain deeper insights and more reliable data.
Plan for the next week	• Begin working on a new project assigned under the market research domain.

Signature of the Student

Neeraj Kumar Sahu

Week - 09 Report

Name of the Organization: Impeerical Consulting Pvt. Ltd

Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Neeraj Kumar Sahu

Roll no: 0675

Stream: MBA(PM-16)

Week no: 9

From: 07-07-25 to 12-07-25

Activity Done	• Worked on a new project titled "SOLIS" under the ongoing market research initiative. • Conducted telephonic interviews with referral doctors based in Mumbai and Jaipur. • Collected detailed insights from doctors specializing in Birthing, Gynaecology, Pediatrics, and Fertility, across various hospital formats including: ✓ Private mother & child care hospitals ✓ Multispeciality chains and standalone hospitals ✓ Fertility centers and private clinics/nursing homes • Also carried out patient interviews over the phone in Pune, capturing their perceptions and treatment journeys for the same specialties. • Gathered both primary and secondary data, and compiled transcripts for each doctor and patient interview. • Submitted responses through structured survey forms and maintained all findings in an organized digital format for team use.
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Linking theory (Classroom learning) with practice at your organization)	• Applied research methodologies and market research concepts learned in class, especially those related to qualitative interviews and perception mapping. • Used interpersonal communication skills to effectively interact with healthcare professionals and patients during telephonic conversations.
Gaps identified on the working area.	• Some doctors and patients were reluctant to share detailed responses over the phone, especially concerning cost and hospital ratings. • Time zone and availability mismatches occasionally delayed interview scheduling and survey completion. • Using personal phone numbers for official communication created issues, as it led to receiving multiple follow-up or inquiry calls from hospitals, clinics, and centers beyond working hours.
Suggestions for improvement	• Perform pre-call validation of phone numbers and availability windows to increase the success rate of interviews. • Consider sharing briefs or survey outlines in advance via WhatsApp/SMS to build trust and improve interview participation. • The company should consider providing a dedicated calling number or cloud calling system for interns to separate professional and personal communication and to maintain data privacy.
Plan for the next week	• Start working on a new project assigned under the market research domain.

Signature of the Student

Neeraj Kumar Sahu

Week - 10 Report

Name of the Organization: Impeerical Consulting Pvt. Ltd

Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Neeraj Kumar Sahu

Roll no: 0675

Stream: MBA(PM-16)

Week no: 10

From: 14-07-25 to 19-07-25

Activity Done	• At the beginning of the week, worked on division profiling for Cipla's Urology 3 Division. ✓ Conducted secondary research to understand the division's portfolio. ✓ Explored doctor engagement through CME sessions, ISP meetings, webinars, and round-table discussions using insights from both secondary and primary research. • From Tuesday onwards, contributed to the ENDOM Project: ✓ Reached out to and coordinated with Surgical Oncologists, Medical Oncologists, Radiation Oncologists, and Gynaeco-Oncologists involved in treating Endometrial Cancer. ✓ Conducted virtual interviews with Doctors to understand real-world clinical practices, treatment decision-making processes, and challenges in areas like: ❖ Patient diagnostics and workups ❖ Use of immunotherapy ❖ Factors influencing the treatment plan
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	• Toward the end of the week, supported the Project Remission: ✓ Focused on Breast Cancer treatment practices. ✓ Identified relevant Surgical Oncologists across various cities (Vadodra and Vijayawada) using both primary and secondary research. ✓ Created a structured record/database of doctors and their treatment patterns for future outreach and analysis.
Linking theory (Classroom learning) with practice at your organization)	• Used qualitative research methods and doctor profiling approaches learned in the Market Research module. • Effectively applied communication and coordination skills while fixing interviews and conducting expert conversations.
Gaps identified on the working area.	• Difficulty in connecting with oncology specialists due to their tight schedules and clinical workload. • In some cases, lack of updated doctor contact details led to delays in interview completion. • Continued use of personal phone numbers led to excessive follow-up calls, raising concerns over privacy and boundaries.
Suggestions for improvement	• Build or access a more refined and updated doctor database for faster outreach. • Provide interns with a dedicated virtual number or cloud-based dialer to maintain professionalism and avoid personal disruptions.

Plan for the next week	• 21st July (Monday) marks the last day of my internship. • I will continue primary research based on the database provided for Vadodara under Project Remission, focusing on profiling breast cancer specialists. • Also, as the internship concludes, we will have our formal farewell and wrap-up interactions with the team.
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Signature of the Student

Neeraj Kumar Sahu

COMPILED REPORT

Name of the Organization: Impeerical Consulting Pvt. Ltd

Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Neeraj Kumar Sahu

Roll no: 0675

Stream: MBA(PM-16)

Activity Done	During the course of 10 weeks, I was engaged in a variety of market research and fieldwork for various healthcare projects. My key contributions included: Field Planning and Execution: • Coordinated and planned the regional fieldwork for RCPA surveys. • Planned elaborate action plans for visit to the hospital and the chemist. • Primary data was collected from the hospitals and the retail chemists of Hyderabad, Rajahmundry, Visakhapatnam visited. • Kept organized records and logs of observations for further review. Primary Research (Doctors, Chemists, Hospitals, and Patients): • Doctors (specialists, oncologists, gynecologists, etc.), chemists, pharmacists and hospital staff were interviewed face-to-face and by telephone interviews. • Coordinated and conducted interviews with doctors across cities including Nagpur, Rajkot, Nasik, Mumbai, Jaipur, Pune. • Working with patients in interviews in Nashik and Pune, listening to their experiences with treatment. • Appraisal of structured questionnaires and record of patients was done. Secondary Research & Competitive Intelligence:
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	• Conducted desk research for brand profile (Tamdura by Sun Pharma) and division profile (Cipla's Urology 3 Division) building. • Analysed brand promotion approaches, digital activities and volume shares. • Abstracted and analyzed secondary data on hospital facilities, payment models, services, and clinical specialties. Project-Based Research Initiatives: Supported multiple projects including: • AI in Healthcare Survey • Radiation Oncologist Database Development • Brand Profiling – Tamdura • Hospital profiling in Mumbai and Hyderabad • Referral behavior in Mother & Child care segment • Endometrial cancer treatment practices • Breast cancer treatment – Surgical Oncologists Team Collaboration and Learning: • Created doctor interview pitch content and follow-ups for scheduling. • Observed and conducted live doctor-client interview sessions to understand real-time interactions and gain hands-on experience. • Utilized productivity tools (Chrome extensions) to streamline project collaboration and task management. • Engaged in continuous self-learning on AI applications in healthcare and prompt engineering.
Linking theory (Classroom learning) with practice at your organization)	• Applied principles of Market Research, including RCPA techniques, qualitative interviews, perception mapping, and data analysis.

	• Used communication and interpersonal skills to engage effectively with doctors, chemists, patients, and healthcare professionals. • Implemented knowledge of Pharmaceutical Management to study product availability, prescription trends, and brand positioning. • Practiced secondary research techniques to support brand profiling, hospital analysis, and competitive benchmarking. • Applied data handling skills, especially through Excel, to organize, analyze, and present structured findings. • Engaged in real-world patient interviews and referral mapping to understand behavior, challenges, and feedback from the field. • Integrated classroom learning on doctor profiling, stakeholder segmentation, and decision-making analysis into real-time projects.
Gaps Identified	Throughout the internship, several recurring and project-specific challenges were observed: • Incorrect or outdated hospital addresses in internal databases led to location-based inefficiencies. • Incomplete location details and poor mapping affected field planning and scheduling. • Stakeholder reluctance or unavailability (doctors, chemists, diagnostic centers) hampered timely data collection. • Use of personal mobile numbers led to privacy issues and post-hours calls. • Language barriers and differing levels of cooperation affected the quality of interactions.

	• Delays in patient and doctor responses during telephonic interviews impacted turnaround time. • Limited access to hospital KPIs or financial data during secondary research restricted depth of analysis. • Time zone and availability mismatches delayed virtual interview scheduling. • Difficulty in reaching oncology specialists due to clinical workload and lack of updated contacts.
Suggestions for improvement	To enhance the effectiveness of future research internships and fieldwork activities, the following improvements are suggested: • Verify and update hospital and doctor contact databases prior to field assignments. • Use digital tools like cloud-based dialers or virtual numbers for secure, professional communication. • Pre-schedule appointments or calls with stakeholders to ensure higher response rates and efficient time usage. • Share brief survey outlines in advance via WhatsApp/SMS to build trust and encourage participation. • Assign alternate verified contact persons or validate numbers beforehand to avoid repeated follow-ups. • Provide basic language or regional training/briefing, especially for Tier-2/3 geographies to handle communication gaps. • Improve coordination with MR/distributor networks by planning interactions around their availability. • Develop a centralized, accessible hospital/doctor mapping tool with real-time location verification.
Key Learnings	• Understood the practical execution of Retail Chemist Prescription Audits (RCPA) including brand mapping, availability analysis, and prescription pattern tracking.

	• Gained regional exposure by working in diverse geographies such as Hyderabad, Visakhapatnam, Rajahmundry, Nasik, Nagpur, Rajkot, Mumbai, Jaipur, Pune, Vadodara, and Vijayawada. • Improved communication and interviewing skills through direct interactions with doctors, patients, chemists, and marketing managers. • Understood treatment flow, referral networks, and decision-making parameters in specialties like Oncology, Gynecology, Pediatrics, Fertility, and Urology. • Learned to prepare patient-wise and doctor-wise summaries to extract qualitative insights for strategic reporting. • Gained hands-on experience in project-based research covering hospital profiling, brand analysis, and division insights. • Developed competence in data cleaning, formatting, and interpreting responses into structured reports. • Improved understanding of pharmaceutical marketing, including CME programs, MR interactions, digital engagement, and patient awareness initiatives. • Learned to balance multiple projects like Project Rising, SOLIS, ENDOM, and Remission, each with unique research objectives and timelines. • Understood diagnostic centre operations and stakeholder perspectives through field visits and structured interviews.
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	• Enhanced knowledge of hospital business models, service delivery differentiation, and pricing strategies. • Acquired insight into brand positioning, competitor mapping, and digital initiatives by pharma companies through both primary and secondary research. • Observed how primary data is utilized for business intelligence and market expansion strategies. • Learned the basics of AI in healthcare applications and practiced prompt engineering for productivity. • Adapted to professional documentation practices including structured forms, Google Sheets, and PPT presentation formats.
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Signature of the Student

Neeraj Kumar Sahu

Approved by IIHMR University's Mentor

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