Market research, Market Assessment, Pharma Competitive intelligence & Consulting Services

Name: **Narayan Samayajna Nayak** **MBA Pharmaceutical Management** Roll No: **0673,** Batch No: PM-16

Faculty Mentor: **Dr. Akshay Kumar Mishra** Organization Name: **Alchemver Groups** Industry Mentor: **Dinesh Pandey**

History & Description

Alchemver is a healthcare and life sciences consulting firm founded in 2024 that focuses on combining human intelligence with cutting-edge technology. They offer consulting services, solutions, and products, with a human-first approach and expertise in areas like healthcare analytics, pharmaceutical forecasting, and competitive intelligence. Alchemver emphasizes a collaborative approach to help healthcare organizations make informed decisions and drive meaningful results.

Vision

"A data-driven, human-owned, machine-assisted approach to analysis and analytics."

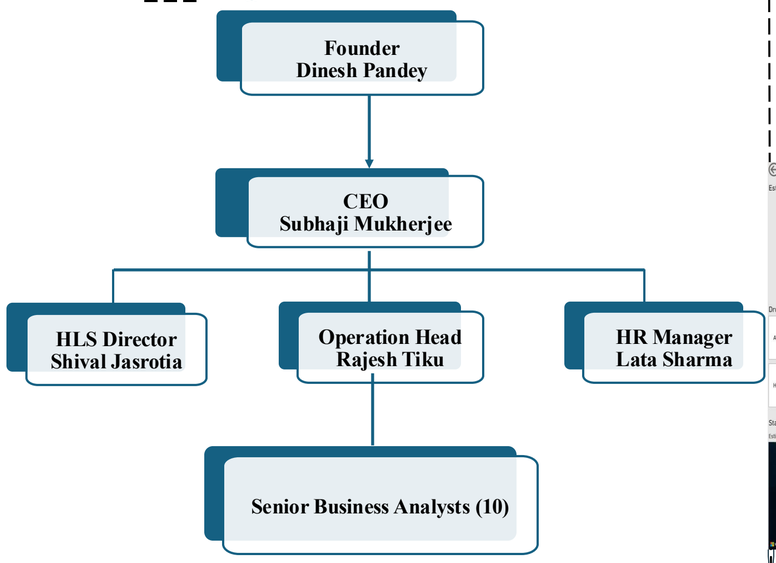
Envision a future where data guides decisions, but the human intellect remains in control, ensuring purpose, empathy, and accountability. By leveraging the power of advanced machine learning and AI tools, we aim to augment human capability, not replace it creating a balanced analytical ecosystem where technology empowers people to make smarter, faster, and more meaningful decisions.

Mission

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

Committed to creating a future where human creativity, intuition, and expertise are enhanced not replaced by intelligent technologies. Our mission is to foster collaboration between people and machines to drive smarter decisions, deeper insights, and transformative outcomes across every domain we touch.

Organization Structure



SWOT Analysis

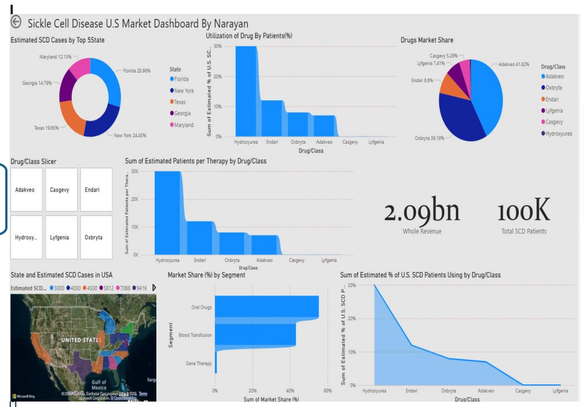
Strengths	Opportunities
• Expertise in pharma research & analytics.	• Rapid growth of **data-driven roles** in pharma consulting.
• Strong PPT-making and data visualization skills.	• High demand for **RWE, patient journey, and forecasting** skills.
• Timely, independent, and quality-driven execution.	• Opportunity to work on **rare diseases** and specialty therapies.
• Applied forecasting & modeling tools hands-on.	• Tools like **Power BI, Random Forest ML Model, TreeAge** are in demand.
• Quick learning and adaptability to complex topics.	• Scope for deeper engagement in **global regulatory projects**.
Weaknesses	• High need for **market access analysts** with forecasting experience.
• Less primary data or stakeholder interaction.	**Threats**
• Less exposure to cross-functional collaboration (sales, access teams).	• Increasing competition from AI tools in market research.
• Limited work on primary research methods or real-time patient data.	• Pressure on analysts to deliver faster insights from big data.
• Initial struggle to apply statistical forecasting tools.	• Limited availability of high-quality real-world datasets.
• Limited exposure to pricing or market access strategy.	• Regulatory and access hurdles in multiple geographies
• Overloaded with repetitive reporting tasks.	• Risk of over-reliance on secondary data sources.
	• Global uncertainties in drug pricing, reimbursement.

Learning during Internship

- Enhanced Excel and PowerPoint skills.
- Gained expertise in **secondary market research** across 30+ disease areas
- Learned to analyze and interpret **clinical trial data, epidemiology, and treatment flows**.
- Designed **Power BI dashboards** for disease insights and commercial analysis.
- Understood **real-world data applications** in patient journeys and market access and assessment of **SCD, AML**.
- Developed actionable strategic recommendations for pharmaceutical market research and healthcare services.
- Significantly improved market research, presentation and communication skills.

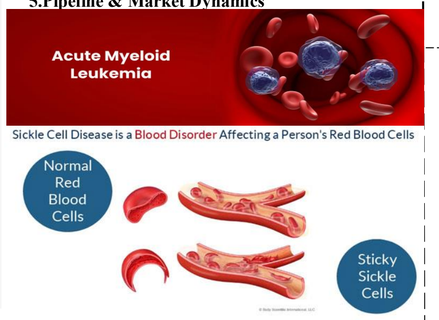
Project Assigned

Sickle Cell Disease Market Assessment & Access



AML Project – Overview

1. **Epidemiology & Incidence (2025 Data)**
2. **Classification Systems**
3. **Current Patient Journey & Therapy Pathway**
4. **FDA-Approved Drugs & Outcomes**.
5. **Pipeline & Market Dynamics**



Objective

- **Analyze disease epidemiology, patient journey, and treatment pathways** for AML and SCD using latest clinical and market data.
- **Evaluate approved therapies, pipeline drugs, and real-world access barriers** including pricing, coverage, and clinical outcomes.
- **Develop strategic insights and frameworks** for market sizing, access planning, and commercialization of rare disease treatments.

Difference between practical exposure and theoretical understanding

Theoretical Understanding	Practical Exposure
• Classroom-based education. • Fundamental theories. • Market dynamics & Research. • Data analysis. • Pharmaceutical concepts. • Epidemiology Concepts	• Direct industry projects. • Real-time problem-solving. • Conducted secondary research • Utilizing practical tools • Mapped FDA approvals, pipelines, and line-of-therapy strategies • Patient flow, burden models (AML & SCD)

Challenges Faced During SIP

- Handling **bulk weekly reports** (5–10 per day, >50 total).
- **Extracting reliable data** from scattered online sources.
- Updating **757-page reports** on oncology/hematology trials.
- Balancing **volume** and **depth** in report creation.
- Creating **clean, decision-ready PPTs** on tight deadlines.
- Translating **clinical trial language** into actionable insights.

Usefulness of Internship

- Applied pharma theory to real strategic projects
- Learned high-demand tools: Excel, Power BI
- Learned to structure and present strategic consulting reports and PPTs.
- Created consulting-level deliverables in rare diseases
- Strengthened RWE, HEOR, forecasting, and reporting skills
- Prepared for pharma analytics and market access roles

Suggestion

- Enhance communication and collaboration
- Explore primary data analysis to enhance reports.
- Implement initiatives to improve
- Start including strategic insights and key takeaways in future research.