SUMMER INTERNSHIP REPORT

at

ALCHEMVER

From: 12 May 2025 to 25 July 2025

A REPORT BY:

Laxmi Purushottam Punse

Master of Business Administration

Pharmaceutical Management-16

IIHMR-U/02/2024-26/0663

2024-2026

Under Mentorship of

Dr. Saurabh Kumar

Dean of Pharmaceutical Management

IIHMR UNIVERSITY, JAIPUR

INTERNSHIP COMPLETION CERTIFICATE

DATE: -25-07-2025

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

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

Date: 25/07/2025

Dr. Saurabh Kumar Banerjee

Dean School of Pharmaceutical Management,

IIHMR University, Jaipur

1, Prabhu Dayal Marg, Near Sanganer Airport, Jaipur- 302029, Rajasthan, India.
Ph.: 0141-3924700, 2791431- 32, E-mail: iihmr@iihmr.edu.in, Web.: www.iihmr.edu.in

Exploring the Landscape of Pharma Market Research & Strategic Consulting

Name: Laxmi Purushottam Punse **Stream:** MBA-PM-16 **Roll no:** 0663
University Mentor: Dr. Saurabh Kumar (Dean, School of Pharmaceutical Management) **Organisation Mentor:** Mr. Dinesh Pandey (founder- Alchemver)

ALCHEMVER

Alchemver is a Pune-based life sciences consultancy founded in 2021, specializing in pharmaceutical forecasting, market access, and HEOR. With a "Human Intelligence–First" approach, it blends AI/ML, GenAI, and cloud tech with expert insights to deliver impactful . Serving clients across the US, Europe, and Asia, Alchemver helps biopharma companies make smarter, data-driven decisions in drug development, commercialization, and market strategy.

Project Assigned

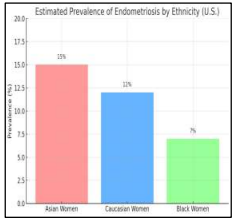
Market Assessment & Market Access Of Endometriosis – US Market

The project focused on analyzing the endometriosis treatment landscape in the U.S., including disease burden, pricing, access challenges, and pipeline opportunities. I worked on market sizing, treatment trends, and patient journey mapping. The insights contributed to strategic recommendations for better access and commercial success.

Market Size & Forecast

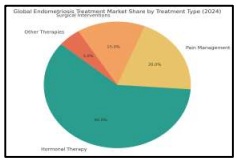
- ✓ 2024 Market Size: USD 1,761.1 Million
- ✓ 2030 Projected Market Size: USD 3,520.0 Million
- ✓ CAGR (2025-2030): 12.3%
- ✓ North America: Largest market in 2024

- •Affects 10–15% of women of reproductive age
- •Common in women aged 25–45; also seen in teens and postmenopausal women
- •35–50% of women with pelvic pain/infertility may have it
- •U.S. prevalence: ~6.5 million women
- •Diagnosis delay: 7–10 years
- •Ethnic rates: Asian (~15%), Caucasian (~12%), Black (~7%)
- •Detected in 0.1–53% during surgery

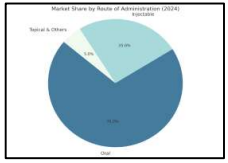


MARKET SEGMENTATION

BY TREATMENT TYPE

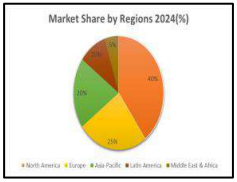


BY ROUTE OF ADMINISTRATION



BY DISTRIBUTION TYPE

BY REGION TYPE



Market Access & Reimbursement (US Focus)

COVERAGE LANDSCAPE

Private Insurance: Covers FDA-approved options like Orilissa (elagolix), Oriahnn, and Myfembree, typically with prior authorization and step therapy requirements (Aetna, 2024).
Public Insurance: Medicare and Medicaid reimburse some therapies, but with significant restrictions and clinical criteria (Orilissa site, PubMed).

ACCESS BARRIERS

High cost of branded medications (~$845–$900/month)

Limited awareness and education among providers about newer therapies

Diagnostic procedures (e.g., laparoscopy) often not fully covered

PHARMA STRATEGIES

Copay support programs reducing costs for commercially insured patients (e.g., Myfembree copay card to as low as $5/month; excludes Medicare/Medicaid)
Continuing Medical Education (CME) and provider outreach programs
Real-World Evidence (RWE) to support inclusion on formularies and demonstrate cost-effectiveness (Becaris Publishing)

Drug Cost Comparison Table

Drug Name	Manufacturer	Mechanism /Class	Monthly List Price
Orilissa (elagolix)	Abbvie	Oral GnRH Antagonist	~$845–$870
Myfembree	Myovant/Pfizer	Relugolix + E2 + NETA	~$1,400 (retail) / ~$900 (insured)

Key Pricing & Access Challenges

- OUT OF POCKET BURDEN: Uninsured or underinsured patients pay full retail price; Copay cards not available for Medicare/Medicaid patients
- High costs lead to poor long-term adherence; Some patients stop treatment within 3-6 months — ADHERENCE DROP OFF
- ACCESS RESTRICTIONS: Medicaid & many commercial plans require prior authorization; Limited formulary inclusion in some states

Market Trends & Future Outlook

2025–2027:
RWE studies (e.g., Elagolix cost-effectiveness) gain traction
Insurance plans slowly expand coverage

2027+:
Patent expiry for Orilissa → generic entry
Formulary competition and price pressure rise
Possible Medicaid expansion of access

2028 onward:
Price negotiations via pharmacy benefit managers (PBMs)
Shift toward value-based access models

Theoretical Vs Practical Understanding

Practical Exposure

- Applied knowledge on real industry projects generate multiple task scenario at Alchemver.
- Mapping access barriers
- Estimating cost offsets from avoiding crisis and hospitalizations
- Improved decision-making, communication, and corporate readiness by tackling real-world tasks.

Theoretical Exposure

- Learned core market concepts, data analysis, and pharma fundamentals.
- Market Access and analysis
- Health economics and outcomes research (HEOR).
- Focused on concepts and frameworks relevant to healthcare consulting.

Learning Outcomes

- Pharmaceutical Forecasting Techniques
- Health Economics and Outcomes Research (HEOR)
- Competitive Analysis
- Understanding AI–Human Consulting at Alchemver
- Enhanced Communication Skills
- Enhanced Presentation Skills

Challenges faced During Internship

- Navigating Complex Rare Disease Data
- Understanding US Reimbursement Ecosystem
- Adapting to Real-world Consulting Flow
- Handled incomplete data with precision.
- Maintained work-life balance under tight deadlines.

Suggestions

- Schedule regular one-on-one meetings
- Set clear project goals and expectations
- Encourage open dialogue and feedback
- Use collaborative tools and platforms
- Document discussions and action points
- Provide timely support and guidance
- Review progress together regularly

Reporting Format (Weekly)

Name of the Organisation: Alchemver

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

Name of the Student: Laxmi Purushottam Punse

Roll no: 0663 **Stream:** MBA Pharmaceutical Management

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

Activity Done	On 12th May, we were introduced to our mentor, who gave us a brief about the work and what we would be doing during the internship. From 13th May onwards, we were assigned specific topics to work on, and our mentor guided us on how to proceed. I gathered information from different sources related to my topic and used Excel to analyse the data and understand its meaning. Based on this analysis, I prepared a report in Microsoft Word to explain the steps I took, what I did, and what I learned from the data. My research topic was **"Market Research on Healthcare"**, and I focused on collecting, analysing, and presenting useful information related to this field.
Linking theory (Classroom learning) with practice at your organisation	While working from home, I gathered information mainly from reliable websites for my research. I carefully checked that the data matched what I needed for my topic. The lessons I learned about analyzing and understanding data helped me interpret the information correctly. I also learned that online data can sometimes be incomplete or inaccurate, so it's important to verify the sources and be cautious when using secondary data. This experience improved my skills in evaluating information critically.
Gaps identified on the working area.	One gap was working from home, which limited our practical learning and direct interaction with mentors. Another was less teamwork and idea-sharing with other interns due to fewer chances to communicate online
Suggestions for improvement	I kindly request the opportunity to have daily interactions with my mentor and team members. Regular communication will help me learn faster, clarify doubts quickly, and improve my work. I believe this will make my internship more productive and meaningful.
Plan for the next week	The completion of reports on the given topics, based on secondary market research, will be discussed in detail during the Monday meeting.

Week no: 02 **from: 19/05/2025 to 24/05/2025**

Activity Done	We were each assigned specific topics to explore, and our mentor provided direction on how to move forward. For my assigned topic, "Market Research on Healthcare," I collected relevant information from a variety of sources. I used Excel to analyse the data and gain insights into its significance. Based on my findings, I created a report in Microsoft Word outlining the steps I followed, the work I completed, and the key insights I gained from the data analysis.
Linking theory (Classroom learning) with practice at your organisation	While working from home, I used trusted websites to gather relevant data for my research. I ensured the information aligned with my topic and learned the importance of verifying sources, as online data can be incomplete or inaccurate. This process strengthened my ability to critically evaluate and interpret information.
Gaps identified on the working area.	One limitation was working from home, which reduced hands-on learning and direct mentor interaction. Additionally, limited online communication led to less teamwork and idea-sharing with fellow interns.
Suggestions for improvement	I kindly request the opportunity to have daily interactions with my mentor and team members. Regular communication will help me learn faster, clarify doubts quickly, and improve my work. I believe this will make my internship more productive and meaningful.
Plan for the next week	The completion of reports on the given topics, based on secondary market research, will be discussed in detail during the Monday meeting.

Week no: 03 **from:** 26/05/2025 to 31/05/2025

Activity Done	During the week beginning on May 26, I was introduced to my mentor, who provided a clear overview of the roles and responsibilities expected during the internship. Each student was assigned a specific therapeutic segment, and I was assigned to
	work on the Women's Health segment. Under the mentor's guidance, I focused on understanding the market size, recent drug approvals, and relevant regulatory guidelines in this area. I gathered data from reliable secondary sources, analysed the data using Microsoft Excel, and interpreted the findings to derive meaningful insights. A major task this week was preparing a therapeutic outlook for 2024, which I compared with the 2023 outlook to highlight the recent developments and trends in the women's health market.
Linking theory (Classroom learning) with practice at your organisation	This internship helped me use the things I learned in class, especially about reading and understanding data and doing research from existing information. I made sure the websites and sources I used were trustworthy and matched the project topic. What I learned in my data analysis classes helped me understand the meaning of the data. I also learned to be careful because sometimes the data from the internet can be incomplete or not fully correct.
Gaps identified on the working area.	As the internship was work-from-home, I didn't get many chances to speak directly with my mentor. There was also less interaction with other interns, which limited idea-sharing and teamwork. Sometimes, it was challenging to fully understand real-world data without live examples or case discussions.
Suggestions for improvement	As a suggestion for improvement, I believe promoting punctuality within the team can help build a more professional and productive work environment. Encouraging timely communication and setting clear expectations, along with recognizing consistent performance, could significantly enhance team discipline.
Plan for the next week	For the upcoming week, I plan to prepare a course outlook related to the application of SQL in pharmaceutical market research.

Week no: 04 **from:** 2/06/2025 to 7/06/2025

Activity Done	We were asked to make a PowerPoint presentation for a course on how to use SQL. We had to follow a given template to keep the design and format the same. The presentation included: • A slide with a short introduction to the course • Slides showing each module with topics and subtopics • What students will learn in each module • Examples of how SQL is used in real situations
	• A final summary and how students will be tested The slides were made neatly, using the same fonts and layout as the template. The final presentation clearly showed what the course is about and how SQL can be used.
Linking theory (Classroom learning) with practice at your organisation	While working from home, I used the knowledge I gained in class to find and use information from reliable sources. I made sure to choose trusted websites so that the data I collected was correct and useful. I checked that the information matched the goals of my project. My data analysis skills helped me understand the meaning of the data. I also kept in mind that online data can sometimes be limited or not fully accurate, so I was careful while using it.
Gaps identified on the working area.	As the internship was work-from-home, I didn't get many chances to speak directly with my mentor. There was also less interaction with other interns, which limited idea-sharing and teamwork. Sometimes, it was challenging to fully understand real-world data without live examples or case discussions.
Suggestions for improvement	Having a short daily call with the mentor would help clear doubts quickly and make learning easier. Weekly group meetings with other interns would give us a chance to share our work and learn from each other. Also, getting access to sample project data or practice case studies would help us better understand how to apply what we learn in class to real company work.
Plan for the next week	Not decided yet will be discuss on Monday Meeting.

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

Activity Done	This week (starting from June 9), I worked on data relatemarket. fertilizer supplements in the Saudi I collected information on wholesalers, distributors, in their contact details and email addresses. I also identif market leaders and analysed their distribution str Additionally, I prepared a presentation on scenario plan forecasting, covering a detailed course on the topic.
Linking theory (Classroom learning) with practice at your organisation	• Learned about marketing and used it to study how p are sold in the Saudi market. • Used supply chain knowledge to understand how dist and wholesaler's work. • Applied strategy lessons to study market leaders ar business plans.
	• Used research skills to collect data on products and competitors. • Made a forecasting presentation using planning methods learned in class. • Improved my communication skills by making reports and presentations. • Understood regulatory topics when looking at product rules in the market. • Used data analysis to help make better business decisions.
Gaps identified on the working area.	I found gaps like outdated distributor data, weak competitor analysis, poor interdepartmental communication, no proper forecasting system, unclear customer segmentation, and limited use of data and regulatory knowledge.
Suggestions for improvement	Update market data, improve team communication, use proper forecasting tools, track competitors better, and train staff on data and regulations.
Plan for the next week	"It's not decided yet; we will discuss it in the meeting next Monday."

Week no: 06 **from:** 16/06/2025 to 21/06/2025

Activity Done	**1. Pancreatic Cancer – Data and Therapeutic Outlook (U.S. Market Focus)** • Reviewed incidence, survival, and mortality trends for pancreatic cancer using sources like SEER, NCCN, and Globocan. • Created a PowerPoint presentation summarizing disease burden, patient flow, treatment patterns, pipeline drugs, and global market forecasts. • Assessed first-line and second-line therapies, patient journeys (resectable/unresectable), and recent drug outcomes (OS/PFS). • Evaluated key competitors and market projections, identifying challenges such as poor survival rates and high treatment costs. • Prepared a structured report capturing findings and insights for submission and presentation.
	2. Patient Journey Development (Conceptual Framework) • Created a framework presentation covering how to build and analyze patient journeys. • Mapped journey stages: Pre-diagnosis → Diagnosis → Treatment initiation → Adherence → Outcomes. • Outlined methodology phases: data mapping, integration, modeling, validation, and deployment. • Covered key analytics approaches (e.g., Sankey diagrams, survival models, XGBoost). • Highlighted data sources (EHR, claims, and pharmacy), pricing timelines, and implementation considerations.
Linking theory (Classroom learning) with practice at your organisation	• I used what I learned in class about epidemiology, market research, and data analysis in my real project work. • I worked with Excel to analyze data and used PowerPoint to make clear and professional presentations. • I also applied concepts from health economics and patient journey mapping to understand how patients are treated and where improvements are needed
Gaps identified on the working area.	• Since I worked from home, I didn't get much chance to talk face-to-face with my mentor. • There was less teamwork with other interns, so I missed the chance to share ideas and learn from them.

Suggestions for improvement	• A short daily call with my mentor would help me clear doubts and get feedback faster. • Weekly group discussions with other interns can help us learn from each other and share ideas. • If possible, giving access to sample case data (without real names) would help me understand real-world situations better.
Plan for the next week	Not decided yet will be discuss on Monday Meeting.

Week no: 07 **from:** 23/06/2025 to 28/06/2025

Activity Done	**Komodo Health – Use in Pharma Analytics**
	• Learned how Komodo Health uses real-world patient data to help pharma companies understand diseases and improve decision-making. • Made a presentation showing how Komodo tools (like Healthcare Map™, Prism, and Aperture) track patient journeys, doctor activity, and treatment patterns. • Explained key data points such as how many patients start treatment, which doctors treat certain diseases, and where patients drop off in care. • Shared real examples of how Komodo helps with identifying rare diseases, improving launch strategy, and tracking medicine performance. • Summarized insights and case studies in a report to show how Komodo supports pharma teams like marketing, sales, and medical affairs. **AI-Powered Specialized Tools – Forecasting Use Cases** • Studied how AI tools are used in forecasting for pharma and healthcare companies. • Created slides to show how AI can improve planning by making predictions more accurate and helping teams test different scenarios. • Listed features like automatic data updates, clear AI explanations, and tools that adjust as new data comes in. • Gave examples of AI use in planning product launches, predicting demand, managing supply chains, and watching competitors. • Explained trends like safe and responsible use of AI, and how these tools are made specifically for industries like pharma.
Linking theory (Classroom learning) with practice at your organisation	• I applied what I learned in class about epidemiology, data analysis, and market research while working on real projects like pancreatic cancer market outlook, Komodo Health analytics, and AI tools in forecasting. • I used Excel to analyze patient and treatment data and PowerPoint to create presentations. • I also applied health economics concepts and patient journey mapping to understand treatment patterns, identify gaps, and assess the value of new therapies.

Gaps identified on the working area.	• As the internship was work-from-home, I didn't get many chances to speak directly with my mentor. • There was also less interaction with other interns, which limited idea-sharing and teamwork. Sometimes, it was challenging to fully understand realworld data without live examples or case discussions.
Suggestions for improvement	• A daily short call with the mentor could help in quickly solving doubts and improving learning. • Weekly intern group sessions would allow us to discuss our work and learn from each other. • Access to sample project data or mock case studies would help us connect theory with actual company work more effectively.
Plan for the next week	Not decided yet will be discuss on Monday Meeting.

Week no: 08 **from:** 30/06/2025 to 05/07/2025

Activity Done	**1. Project Discussion and Initial Research** • Participated in project discussions related to the assigned topic: "Endometriosis – **Market Assessment and Market Access."** • Defined scope and objectives of the project with guidance from the team. • Began preliminary research and data collection related to: o Epidemiology and prevalence of endometriosis – including US and global data, affected population (approximately 10% of reproductive-age women), and diagnostic delays. o Current treatment landscape and available therapies – covering hormonal therapies (e.g., oral contraceptives, GnRH agonists/antagonists), pain management, and surgical options; key drugs include *Orilissa* (AbbVie) and *Visanne* (Bayer). o Key market players and competitors – identified leading companies in the space such as AbbVie, Bayer, Myovant Sciences, and other emerging biotech firms. o Reimbursement and access challenges in different markets – early research on coverage limitations, high
	treatment costs, delay in diagnosis, and variation in market access across regions like the US and EU. **1. Data Collection – Pharmaceutical Industry (Gujarat):** • Initiated data collection on pharmaceutical industries located in Gujarat. • Compiled company details including: o Official websites. o LinkedIn profiles. o Contact numbers and addresses (where available). • Aimed to build a comprehensive directory for future reference and outreach.
Linking theory (Classroom learning) with practice at your organisation	As an MBA (Pharmaceutical Management) student, I used what I learned in class—like market access and pharma industry analysis—while working on a project about Endometriosis. This helped me understand how to apply academic knowledge in realworld situations by researching treatments, studying market data, and looking at how easily patients can access medicines.

Gaps identified on the working area.	As the internship was work-from-home, I didn't get many chances to speak directly with my mentor. There was also less interaction with other interns, which limited idea-sharing and teamwork. Sometimes, it was challenging to fully understand real-world data without live examples or case discussions.
Suggestions for improvement	Use reliable databases for updated pharma data, improve digital tools for tracking, collaborate with industry experts for insights, and increase field exposure for better understanding of market access strategies.
Plan for the next week	Work on internship Project.

Week no: 09 **from:** 07/07/2025 to 12/07/2025

Activity Done	• **Project Discussion and Ongoing Research** Continued working on the assigned project: *"Endometriosis – Market Assessment and Market Access"* (Project is currently in process). o Refined project scope and objectives with guidance from the team. o Conducted research on: ▯ Epidemiology and prevalence – US and global data, ~10% of reproductive-age women affected, diagnostic delays.
	▯ Treatment landscape – hormonal therapies (e.g., oral contraceptives, GnRH agonists/antagonists), pain management, surgical options. Key drugs: *Orilissa (AbbVie)*, *Visanne (Bayer)*. ▯ Market players and competition – AbbVie, Bayer, Myovant Sciences, and emerging biotech companies. ▯ Reimbursement and market access issues – including coverage limitations, treatment costs, and regional variations (US, EU). • Advanced Market Access, HEOR & RWE Analytics – Tools & Technical Skills o Learned use of technical tools in HEOR such as R, SAS, Excel modelling, and Power BI/Tableau for visualization. o Gained understanding of real-world evidence (RWE), cost-effectiveness analysis, and budget impact modelling. o Practiced data extraction techniques, basic coding for health economics modelling, and explored use cases for claims/EMR data. o Applied academic learnings to real-world problems like patient access barriers and affordability**.**
Linking theory (Classroom learning) with practice at your organisation	As an MBA (Pharmaceutical Management) student, I used what I learned in class—like market access and pharma industry analysis—while working on a project about **Endometriosis**. This helped me understand how to apply academic knowledge in real-world situations by researching treatments, studying market data, and looking at how easily patients can access medicines.
Gaps identified on the working area.	As the internship was work-from-home, I didn't get many chances to speak directly with my mentor.There was also less interaction with other interns, which limited idea-sharing and teamwork.Sometimes, it was challenging to fully understand real-world data without live examples or case discussions.

Suggestions for improvement	Use reliable databases for updated pharma data, improve digital tools for tracking, collaborate with industry experts for insights, and increase field exposure for better understanding of market access strategies.
Plan for the next week	Work on internship Project.

Week no: 10 **From:** 14/07/2025 to 19/07/2025

Activity Done	During the week of 14th to 19th July, I worked on a market assessment and market access report as part of my internship project. The focus was on analysing current market trends, customer preferences, and competitor positioning to identify potential opportunities and challenges. I also examined existing distribution channels and access barriers to suggest practical strategies for improving market reach. This included evaluating target segments, understanding supply chain mechanisms, and recommending approaches to enhance the organization's presence and competitiveness in the market.
Linking theory (Classroom learning) with practice at your organisation	Linking classroom learning with practice at the organization helped me apply theoretical concepts such as market analysis, consumer behavior, and strategic planning to real-world scenarios. It enhanced my understanding by allowing me to use academic knowledge in practical tasks like data collection, competitor analysis, and developing market access strategies.
Gaps identified on the working area.	Some key gaps identified in the working area include limited market data availability, lack of structured competitor analysis, and insufficient use of digital tools for market access. These gaps hinder effective decision-making and strategic planning.
Suggestions for improvement	improvement include enhancing data collection methods, adopting digital tools for market analysis, and implementing regular competitor reviews to support informed decision-making and better market access strategies.
Plan for the next week	Final presentation on project to mentor

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: Market Research Intern

Name of the Student: Laxmi Purushottam Punse

Roll no: 0663

Stream:
MBA PM
16

Activity Done	Over 10 weeks, I worked on various projects related to market research, data analysis, reporting, and presentations in the healthcare and pharmaceutical sectors. **1. Market Research & Data Analysis:** • Started with general healthcare market research, using Excel and Word to collect and explain data. • Researched the Women's Health market, focusing on market size, new drugs, and regulations (2023 vs 2024). • Studied fertility supplements in Saudi Arabia, identifying top wholesalers and their distribution methods. • Conducted deep research on Pancreatic Cancer in the U.S., covering patient data, treatments, drug outcomes, competitors, and market forecasts. • Worked on Endometriosis market assessment, including disease prevalence, treatment options, major pharma players, and access/reimbursement issues. **2. Report & Presentation Work:** • Wrote detailed reports explaining research steps and findings. • Made PowerPoint presentations on: • SQL course content (topics, examples, learning outcomes). • Scenario planning in forecasting. • Pancreatic Cancer (burden, treatment, market forecast). • Patient journey framework (from data collection to analysis). • Use of Komodo Health tools for tracking treatment patterns.

	• AI tools in pharma forecasting (product launches, demand, supply). • Final market assessment report covering trends, competitors, access barriers, and strategies. **3. Technical Skills Gained:** • Practiced tools used in Health Economics like R, SAS, Excel modeling, Power BI/Tableau. • Learned about RWE (Real World Evidence), costeffectiveness, and budget impact modeling. • Gained basic skills in data coding, claims/EMR data, and model building. **4. Data Collection Projects:** • Collected details of pharma companies in Gujarat, including websites, LinkedIn profiles, phone numbers, and addresses for a company directory.
Linking theory (Classroom learning) with practice at your organisation	Throughout my 10-week internship, I consistently applied theoretical concepts learned in the classroom to real-life projects. This helped me better understand how academic knowledge supports decision-making in the healthcare and pharmaceutical industries. **1. Data Research and Analysis Skills** • In the classroom, I learned how to collect and analyze data using tools like Excel and how to ensure that the data is accurate. • During the internship, I applied these skills while researching different healthcare segments. • I learned to be critical of online data — checking for reliability, source credibility, and completeness — which directly connected with research methods taught in class. • This was especially important when dealing with secondary data from websites, databases, and reports, where cross-checking became a vital step before analysis. **2. Market and Therapeutic Area Analysis** • I used marketing and healthcare economics knowledge from class to study the performance of products in different segments, such as fertility supplements in the Saudi market. • Concepts from therapeutic mapping and patient journey studies were applied to analyze treatment flows, especially in the Pancreatic Cancer and Endometriosis projects.

	• I used academic knowledge to: • Identify therapy gaps • Compare current treatment options • Understand access and affordability barriers • This helped me assess market potential, patient needs, and value-based positioning of new drugs. **3. Strategic Planning and Supply Chain Understanding** • In class, I learned how business strategy is formed, including competitor analysis, distribution models, and planning methods. • I applied these while studying leading market players — analysing their business plans, distribution channels, and how they reached customers. • I also created a forecasting presentation using planning techniques taught during strategy sessions. • Understanding how wholesalers and distributors operate was directly linked to classroom lessons on the pharma supply chain. **4. Communication and Presentation Skills** • My academic training taught me how to present data clearly and professionally. • I applied this while creating: • Reports that explained data findings, project learnings, and conclusions • PowerPoint presentations for forecasting, SQL tools, patient journey development, and disease market overviews • I focused on using clear language, logical flow, visuals (charts, graphs), and structured formatting — just like we practiced during classroom presentations. **5. Regulatory Knowledge Application** • I used my understanding of regulatory frameworks (from pharmacovigilance, FDA/EMA guidelines, etc.) to interpret product approvals and treatment rules. • For example, while studying new drug approvals in the women's health segment or compliance issues in the Endometriosis project, I referred to knowledge from classroom sessions on regulatory affairs. **6. Technical Tools and HEOR Applications** • During coursework, I was introduced to technical tools like R, SAS, Power BI, Tableau, and Excel modelling. • In the internship, I used these tools to: • Analyse market trends • Visualize real-world data • Work on health economics tasks like cost-effectiveness and budget impact modelling

	• I also practiced data extraction techniques and learned how to use these tools to work with real-world evidence (RWE) and claims/EMR data, which are critical in HEOR. **7. Holistic Market Assessment Approach** • I brought together several classroom concepts — such as market analysis, consumer behaviour, segmentation, and strategy — to complete real projects. • This included: • Collecting and verifying data from pharma companies • Studying customer preferences and competitor actions • Building market access strategies • Identifying supply chain barriers and pricing challenges • This comprehensive approach helped me link academic theory with how things actually work in the pharmaceutical market.
Gaps identified on the working area.	While the internship was very helpful, a few challenges were noticed due to working from home and some system issues. **1. Limited Interaction and Teamwork** **(Weeks 1–4, 6–10)** • Due to the work-from-home format, there were fewer chances for live interaction with mentors and teammates. • This reduced collaboration, idea-sharing, and realtime feedback. • It also affected learning through team-based tasks and discussions. **2. Difficulty Understanding Real-World Data** **(Weeks 3–4, 6–10)** • Without live case studies or direct exposure to realworld scenarios, it was sometimes hard to understand the practical meaning behind raw data. • This limited the ability to interpret real-life market patterns or treatment trends effectively. **3. Data and System Limitations** **(Weeks 5, 10)** • Outdated distributor and market data reduced the accuracy of market research. • Lack of a formal forecasting system and limited use of regulatory knowledge affected data-driven planning.

	• Insufficient digital tools for market access research slowed down productivity in the final weeks. **4. Weak Competitor Analysis and Communication (Weeks 5, 10)** • There was no structured framework for competitor analysis, making it harder to understand market positioning. • Interdepartmental communication was weak, limiting the sharing of market insights or updates. **5. Unclear Customer Segmentation (Week 5)** • Customer groups were not clearly defined, which made it difficult to tailor strategies or analyse specific segments effectively. **6. Overall Impact on Decision-Making** • These gaps — especially limited market data, lack of structured competitor analysis, and low use of digital tools — created challenges in making informed decisions and planning strategies. • They highlighted the need for better data systems, stronger communication channels, and more practical learning opportunities in a remote setup.
Suggestions for improvement	Throughout the internship, various suggestions were put forth to enhance the working environment, learning experience, and operational efficiency, primarily addressing the challenges of remote work and data management. 1. **Improved Communication and Interaction:** ○ Requested daily interactions with the mentor and team members for faster learning, quick doubt clarification, and work improvement, believing this would make the internship more productive and meaningful. ○ Suggested short daily calls with the mentor for quicker doubt clearing and feedback. ○ Recommended weekly group meetings or sessions with other interns to share work, learn from each other, and foster idea-sharing and mutual learning. 2. **Enhanced Learning Resources and Practical Exposure:** ○ Suggested accessing sample project data or practice case studies (without real names) to better understand how to apply classroom learning to real company work and connect theory with actual company work more effectively.

	○ Recommended increasing field exposure for a better understanding of market access strategies. 3. **Data and System Management:** ○ Suggested updating market data and improving digital tools for tracking and market analysis. ○ Recommended using proper forecasting tools. ○ Suggested using reliable databases for updated pharma data. 4. **Organizational and Team Efficiency:** ○ Suggested promoting punctuality within the team to build a more professional and productive work environment. ○ Encouraged timely communication and setting clear expectations, along with recognizing consistent performance, to significantly enhance team discipline. ○ Recommended improving interdepartmental communication. ○ Suggested better competitor tracking and implementing regular competitor reviews to support informed decision-making. ○ Recommended training staff on data and regulations.
Key Learnings	1. **Data Handling & Critical Evaluation** ○ Learned to assess and validate data sources. ○ Improved skills in detecting inaccuracies in online secondary data. 2. **Market Analysis & Forecasting** ○ Analysed market size, drug approvals, and regulations within specific therapeutic segments. ○ Developed scenario-based forecasting models and therapeutic outlooks. 3. **Presentation & Report Writing** ○ Enhanced abilities in data analysis, reporting, and structuring presentations. ○ Prepared educational technical content, including SQL tutorials. 4. **Disease-Specific Market Knowledge** ○ Developed in-depth understanding of disease markets (e.g., pancreatic cancer) — covering epidemiology, treatments, and market hurdles. 5. **Patient Journey Mapping** ○ Gained practical skills in mapping and analysing patient pathways. 6. **Real-World Data & AI Tools** ○ Learned to navigate real-world data platforms (like Komodo Health). ○ Explored AI-driven forecasting methods within pharma analytics.

	7. Technical Tools & HEOR o Worked with R, SAS, Excel, Power BI, and Tableau. o Acquired foundational knowledge in Health Economics and Outcomes Research (HEOR) modelling. **8. Comprehensive Project Management** o Managed projects such as market assessment and market access for endometriosis. o Conducted full-cycle data collection for building industry directories. **9. Strategic Application** o Applied holistic strategies combining market analysis, consumer insights, and distribution channel evaluation. o Generated actionable recommendations for market entry and access improvements

Signature of the Student

Approved by the IIHMR University's Mentor