

# **SUMMER INTERNSHIP PROGRAM**

**at**

**Medorah Meditech pvt. ltd.**

From 12/05/2025 to 21/07/2025

A REPORT BY

Gautam Chitkara

Master of Business Administration

(Pharmaceutical Management)

Roll No: 0646

Academic Year 2024-26

under the Mentorship of

**Dr. Hemanta Kumar Mishra**



# Summer Internship Programme (SIP)

STUDENT GUIDELINE | 2024-26

for

**MBA (Hospital and Health Management)**

**MBA (Pharmaceutical Management)**

**MBA (Healthcare Analytics)**

**MBA (Development Management)**



## **Completion Certification from the Organization CERTIFICATE**

This is to certify that Mr. Gautam Chitkara of 2024-2026 (batch) of  
MBA (Pharmaceutical Management) has worked with our organization for his summer internship  
from 12th May 2025 to 19th July 2025 .

The overall performance shown by him/her during the period was excellent. This certificate is being  
issued to meet the requirements of the IIHMR University.

Date: 21 July 2025



(Signature of organization Mentor).

Name: Mr. Utpal Kumar

Designation: Business Development Manager - India



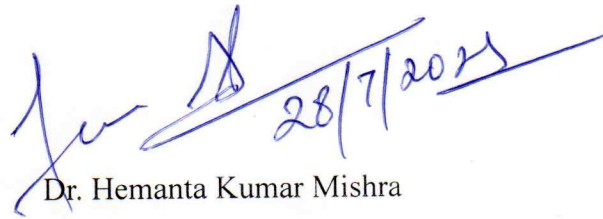
Seal/Stamp of the Organization

## IIHMR University Faculty Mentor Approval

This is to certify that **Mr. Gautam Chitkara** of academic year 2024-26 of **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 : 28/07/2025 7

A handwritten signature in blue ink, followed by the date '28/7/2025' written in blue ink.

Dr. Hemanta Kumar Mishra  
Assistant Professor

## HISTORY & DISCRIPTION

Medorah Meditech Pvt Ltd is a medical device company focused on high-quality, cost-effective solutions, particularly in gastroenterology. It emphasizes "Make in India" initiative. Led by MD Sunil Bhayana

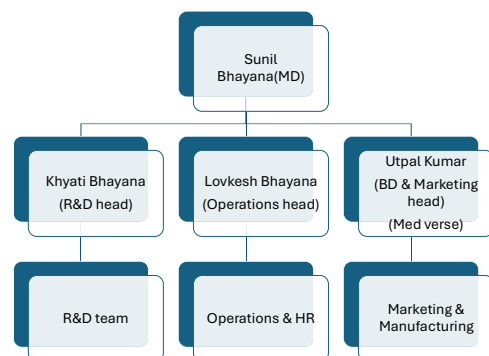
## MISSION

Medorah Meditek is dedicated to improving lives by developing innovative and cost-effective solutions in healthcare. We are committed to delivering the greatest possible reliability and uncompromised quality in our products. We want to be recognized as a company of integrity and incredible customer service. We want to create an environment where our employees perform up to their full potential and get an opportunity to share the company's success.

## VISION

To be recognised as a global MedTech leader that offers cutting edge diagnostic and therapeutic solutions to alleviate people's suffering and help them lead longer and more fulfilling lives.

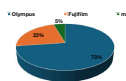
## ORGAIZATION STRUCTURE



## PRODUCT & MARKET SCENARIO



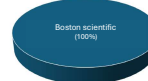
Colonoscope



- A colonoscope is a long, flexible endoscopic instrument equipped with a camera and light source, designed for the examination of the interior lining of the colon and rectum.
- Colonoscopes used for both diagnostic and therapeutic purposes including cancer screening, polyp removal, and biopsy which makes them essential tools in the prevention and management of colorectal diseases



Cholangioscope



- A cholangioscope is a specialized miniature endoscope used to directly visualize the bile ducts (the biliary tree)
- This device provides high-resolution imaging for the evaluation and treatment of bile duct diseases, such as strictures, stones, or suspected tumors, enabling procedures like targeted biopsies and lithotripsy that cannot be performed by X-ray imaging alone.

## SWOT ANALYSIS

### Strength

Indian manufacture  
Product focus  
Affordability  
Durable devices

### Weakness

Limited brand recognition  
Product range constraint  
Limited distribution

## S W O T

### Opportunity

Emerging therapies  
Rising demand for affordable product  
Government procurement

### Threats

Establish brand (Olympus, Fujifilm)  
Technological gap

## PRACTICAL EXPOSURE

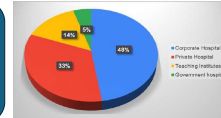
- Learned how procurement and clinical feedback influence product selection
- Understanding on-ground challenges in device usage and adoption
- Real-time observation of hospital workflows and patient journeys

## THEORITICAL EXPOSURE

- Study of market reports, competitor analysis, and academic journals
- Used mixed research methodology for credibility and reliability
- Applied market analytics to interpret data trends and derive actionable insights

## OBJECTIVES & METHODOLOGY

- ❖ Key Decision-Making Factors for the procurement
- ❖ Understand Trends in the market
- ❖ Identify Market Gaps & Opportunities



Cross sectional methodology is used with both quantitative and qualitative research in which 21 hospitals were visited. Data collected from the closed and open-ended questions were analyzed using descriptive statistics, while qualitative responses were assessed using thematic analysis to identify key patterns and insights.

## CHALLENGES

- Difficulty in developing stakeholder-specific questionnaire
- Non-responsive stakeholders delayed data collection
- Time constraints and limited sample size

## PROJECT FINDINGS

- 73% of users value device features like imaging and torque control
- 59% consider brand reputation a major procurement factor
- 85% doctors remain brand-loyal for 10+ years
- 55% value new imaging techniques
- 60% prefer reusable cholangioscopes to cut high procedural costs (₹1–2L)
- Only 10–15% adoption of AI features, though interest is high
- Cholangioscopy adoption is broader due to lower cost (₹12k–17k) and shorter learning curve
- Training, demos, and price sensitivity are key barriers to brand switching

## LEARNING

- Understanding Market Dynamics of Medical Devices
- Mapping the Patient Journey
- Exposure to Organizational Behaviour
- Conducted Insightful Interviews
- Enhanced Presentation & Communication Skills

## SUGGESTIONS

- Develop AI-enabled scopes with proper marketing and education
- Address high procedure costs and increase adoption through reusable technology
- Leverage the *Make in India* initiative and target public sector tenders to scale adoption.
- Corporate hospitals need new tech with premium features
- Government hospital need durability

## Reporting Format (Weekly)

**Name of the Organisation:** Medorah Meditech

**Area/ Department/ Project of Summer Internship Program:** Market research intern

**Name of the Student:** Gautam Chitkara

**Roll no:** 0646

**Stream:** MBA (Pharmaceutical management)

**Week no:** 1 **From:** 12/05/2025 to 17/05/2025

|                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|-------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <ul style="list-style-type: none"><li>• <b>Introduction to the company</b></li></ul> <p>Attended the orientation session that covered the company's vision, mission and organization structure</p> <p>Familiarize myself with all the employee in the organization</p> <ul style="list-style-type: none"><li>• <b>Assigned task:</b> - To do market research on medical device industry, colonoscopy and Cholangioscopy.</li></ul> <p>Make a ppt on all these three topics and present it to the superiors</p> |
| <b>Linking theory (Classroom learning) with practice at your organisation</b> | <ul style="list-style-type: none"><li>• <b>Secondary research</b></li></ul> <p>Apply the knowledge of secondary research that were taught in the module market research uses website like google dataset, similar web, PubMed, google scholar and went to different competitor companies' website to gain the knowledge</p>                                                                                                                                                                                    |
| <b>Gaps identified on the working area.</b>                                   | None as of now                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Suggestions for improvement</b>                                            | None as of now                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Plan for the next week</b>                                                 | Starting to plan a questionnaire for the primary research on colonoscopy and Cholangioscopy                                                                                                                                                                                                                                                                                                                                                                                                                    |

**Signature of the Student**

**Approved by the IIHMR University's Mentor**

## Reporting Format (Weekly)

**Name of the Organisation:** Medorah Meditech

**Area/ Department/ Project of Summer Internship Program:** Market research intern

**Name of the Student:** Gautam Chitkara

**Roll no:** 0646

**Stream:** MBA Pharmaceutical management (PM-16)

**Week no:** 2

**From:** 19/05/2025 to 24/05/2025

|                                                                               |                                                                                                                                                                                                                                                                                                                                                               |
|-------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <ul style="list-style-type: none"><li>• <b>Presented the ppt</b><br/>After gathering the information about the colonoscope and cholangioscope, I have presented all the ppt with additional information</li><li>• <b>Comparative analysis</b><br/>Compare the competitors and find out the market trend and gaps in the market which we can work on</li></ul> |
| <b>Linking theory (Classroom learning) with practice at your organisation</b> | <ul style="list-style-type: none"><li>• <b>Marketing management</b><br/>Market analysis with <b>SWOT</b> analysis and segmentation. Competitive analysis helps me find out the direct competitor and it helps me analyze the segment where we can target our product</li></ul>                                                                                |
| <b>Gaps identified on the working area.</b>                                   | Noted a lack of lack of communication and no previous data to compare the benchmark of new data                                                                                                                                                                                                                                                               |
| <b>Suggestions for improvement</b>                                            | Should hire some website for secondary research                                                                                                                                                                                                                                                                                                               |
| <b>Plan for the next week</b>                                                 | Collect more data and start to build the questionnaire                                                                                                                                                                                                                                                                                                        |

**Signature of the Student**

**Approved by the IIHMR University's Mentor**

## Reporting Format (Weekly)

**Name of the Organisation:** Medorah Meditech

**Area/ Department/ Project of Summer Internship Program:** Market research intern

**Name of the Student:** Gautam Chitkara

**Roll no:** 0646

**Stream:** MBA Pharmaceutical management (PM-16)

**Week no:** 3    **From:** 26/05/2025 to 31/05/2025

|                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|-------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <ul style="list-style-type: none"><li>• <b>Preparing the questionnaire</b><br/>After gathering the information, the questionnaire is prepared with some open ended and close ended questionnaire to collect the market dynamics and adoption trend of the endoscopic market in colonoscope and cholangioscope</li><li>• <b>Formation of talk track</b><br/>Prepared an extensive talk track to get as many information as we can in 3- 5 minutes from the doctor.</li></ul> |
| <b>Linking theory (Classroom learning) with practice at your organisation</b> | <ul style="list-style-type: none"><li>• <b>Research methodology</b><br/>from the module of research methodology applied the method of designing a questionnaire and how to ask them in a way for data collection</li></ul>                                                                                                                                                                                                                                                  |
| <b>Gaps identified on the working area.</b>                                   | Noted a lack of lack of communication and no previous data to compare the benchmark of new data                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Suggestions for improvement</b>                                            | Should hire some website for secondary research                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Plan for the next week</b>                                                 | Prepare to go into the market and meet the health care professionals                                                                                                                                                                                                                                                                                                                                                                                                        |

**Gautam chitkara**

**Approved by the IIHMR University's Mentor**

## Reporting Format (Weekly)

**Name of the Organisation:** Medorah Meditech

**Area/ Department/ Project of Summer Internship Program:** Market research intern

**Name of the Student:** Gautam Chitkara

**Roll no:** 0646

**Stream:** MBA Pharmaceutical Management (PM-16)

**Week no:** 4 **From:** 2/05/2025 to 7/05/2025

|                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                         |
|-------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <ul style="list-style-type: none"><li>• <b>Confirmation of the questionnaire</b><br/>After a lot of working and preparing many times the questionnaire, a refined questionnaire is prepared and approved by the BD manager. Practise with the colleges of the talk track and prepared a list of doctors in the north and south with their information.</li></ul>                                        |
| <b>Linking theory (Classroom learning) with practice at your organisation</b> | <ul style="list-style-type: none"><li>• <b>Research methodology</b><br/>From research methodology applied in the methods of designing a questionnaire, how to ask them in a way for data collection and collect the secondary research about the doctors</li><li>• <b>Conflict resolution</b><br/>From this module calmly handle the feedback, work on my mistake and communicate effectively</li></ul> |
| <b>Gaps identified on the working area.</b>                                   | Some guidance should be given how a questionnaire should be prepared                                                                                                                                                                                                                                                                                                                                    |
| <b>Suggestions for improvement</b>                                            | None for now                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Plan for the next week</b>                                                 | Prepare to go into the market and meet the health care professionals                                                                                                                                                                                                                                                                                                                                    |

**Gautam Chitkara**

**Approved by the IIHMR University's Mentor**

## Reporting Format (Weekly)

**Name of the Organisation:** Medorah Meditech Pvt.ltd.

**Area/ Department/ Project of Summer Internship Program:** Market research intern

**Name of the Student:** Gautam Chitkara

**Roll no:** 0646

**Stream:** MBA Pharmaceutical Management (PM-16)

**Week no:** 5    **From:** 9/06/2025 to 14/06/2025

|                                                                               |                                                                                                                                                                                                                                                                                                         |
|-------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <ul style="list-style-type: none"><li>• <b>Primary research</b></li></ul> Form a list of doctors nearby and plan a visit to the doctors two at a day, where I have talk to the receptionist, technician and then ask rest of the questions to the doctors with a lot of struggle and long awaiting time |
| <b>Linking theory (Classroom learning) with practice at your organisation</b> | I have used some tactics about how to get the information in an indirect way which were told by the teachers in the classroom, this help me worth the visit                                                                                                                                             |
| <b>Gaps identified on the working area.</b>                                   | Earlier it was promised to give the assistance, and appointment is booked with the doctors, but nothing done                                                                                                                                                                                            |
| <b>Suggestions for improvement</b>                                            | None for this week                                                                                                                                                                                                                                                                                      |
| <b>Plan for the next week</b>                                                 | Prepare to go into the market with more confidence and meet the health care professionals                                                                                                                                                                                                               |

**Gautam Chitkara**

**Approved by the IIHMR University's Mentor**

## Reporting Format (Weekly)

**Name of the Organisation:** Medorah Meditech pvt.ltd.

**Area/ Department/ Project of Summer Internship Program:** Market research intern

**Name of the Student:** Gautam Chitkara

**Roll no:** 0646

**Stream:** MBA Pharmaceutical Management (PM-16)

**Week no:** 6 **From:** 16/06/2025 to 21/06/2025

|                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|-------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <ul style="list-style-type: none"><li>• <b>Data collection</b></li></ul> <p>This week I have gone to the market alone with to the clinics and get the assistance for the hospital to talk to technician and doctors for our project in colonoscopy and Cholangioscopy where I got to know how a hospital administration works, and planning does not go always as planned sometimes you have to change according to the situation</p> |
| <b>Linking theory (Classroom learning) with practice at your organisation</b> | I have used some tactics about how to get the information in an indirect way which were told by the teachers in the classroom, this help me worth the visit also used some communication skills and patience is the only key                                                                                                                                                                                                          |
| <b>Gaps identified on the working area.</b>                                   | When talking to healthcare professionals not all were very interactive                                                                                                                                                                                                                                                                                                                                                                |
| <b>Suggestions for improvement</b>                                            | More knowledge regarding market should be provided so that the working on field could be easier                                                                                                                                                                                                                                                                                                                                       |
| <b>Plan for the next week</b>                                                 | Prepare to go into the market with more confidence and meet the health care professionals                                                                                                                                                                                                                                                                                                                                             |

**Gautam Chitkara**

**Approved by the IIHMR University's Mentor**

## Reporting Format (Weekly)

**Name of the Organisation:** Medorah Meditech pvt.ltd.

**Area/ Department/ Project of Summer Internship Program:** Market research intern

**Name of the Student:** Gautam Chitkara

**Roll no:** 0646

**Stream:** MBA Pharmaceutical Management (PM-16)

**Week no:** 7 **From:** 23/06/2025 to 28/06/2025

|                                                                               |                                                                                                                                                                                                                                                              |
|-------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <ul style="list-style-type: none"><li>• <b>Data collection</b></li></ul> <p>This week I have gone to the hospitals and company has provided me the assistance of an employee who is already working in the field which help me get the data more easily.</p> |
| <b>Linking theory (Classroom learning) with practice at your organisation</b> | I have used some tactics about how to get the information in an indirect way which were told by the teachers in the classroom, this help me worth the visit also used some communication skills and patience is the only key                                 |
| <b>Gaps identified on the working area.</b>                                   | None as of now                                                                                                                                                                                                                                               |
| <b>Suggestions for improvement</b>                                            | More knowledge regarding market should be provided so that the working on field could be easier                                                                                                                                                              |
| <b>Plan for the next week</b>                                                 | Prepare to go into the market with more confidence and meet the health care professionals                                                                                                                                                                    |

**Gautam Chitkara**

**Approved by the IIHMR University's Mentor**

## Reporting Format (Weekly)

**Name of the Organisation:** Medorah Meditech pvt.ltd.

**Area/ Department/ Project of Summer Internship Program:** Market research intern

**Name of the Student:** Gautam Chitkara

**Roll no:** 0646

**Stream:** MBA Pharmaceutical Management (PM-16)

**Week no:** 8 **From:** 30/06/2025 to 5/06/2025

|                                                                               |                                                                                                                                                                                                                                                                                                                                                                        |
|-------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <ul style="list-style-type: none"><li>• Explore the market more this week and been to govt. hospitals meet the technician to collect the data</li><li>• Form the strategy how to prepare a compile report of the project</li><li>• Find the variable that has more influence on the report for the analysis of the data</li></ul>                                      |
| <b>Linking theory (Classroom learning) with practice at your organisation</b> | I have used some tactics about how to get the information in an indirect way which were told by the teachers in the classroom, this help me worth the visit also used some communication skills and patience is the only key also used the market analytics subject to determine which type of questionnaire it is and what kind of analytical techniques I should use |
| <b>Gaps identified on the working area.</b>                                   | None as of now                                                                                                                                                                                                                                                                                                                                                         |
| <b>Suggestions for improvement</b>                                            | None as of now                                                                                                                                                                                                                                                                                                                                                         |
| <b>Plan for the next week</b>                                                 | Preparing for the analysis and report building                                                                                                                                                                                                                                                                                                                         |

**Gautam Chitkara**

**Approved by the IIHMR University's Mentor**

## Reporting Format (Weekly)

**Name of the Organisation:** Medorah Meditech pvt.ltd.

**Area/ Department/ Project of Summer Internship Program:** Market research intern

**Name of the Student:** Gautam Chitkara

**Roll no:** 0646

**Stream:** MBA Pharmaceutical Management (PM-16)

**Week no:** 9 **From:** 7/06/2025 to 12/06/2025

|                                                                               |                                                                                                                                                                                                                       |
|-------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <ul style="list-style-type: none"><li>• Combine the whole primary data form an excel sheet for the analysis</li><li>• Started the compiling of the secondary data and primary data for the report formation</li></ul> |
| <b>Linking theory (Classroom learning) with practice at your organisation</b> | <ul style="list-style-type: none"><li>• Used the market analytics for the analysis of the primary data</li><li>• Uses research methodologies to strategies the formation of report</li></ul>                          |
| <b>Gaps identified on the working area.</b>                                   | <ul style="list-style-type: none"><li>• More primary research should be done for the extensive analysis</li></ul>                                                                                                     |
| <b>Suggestions for improvement</b>                                            | None as of now                                                                                                                                                                                                        |
| <b>Plan for the next week</b>                                                 | Preparing for report building                                                                                                                                                                                         |

**Gautam Chitkara**

**Approved by the IIHMR University's Mentor**

## Reporting Format (Weekly)

**Name of the Organisation:** Medorah Meditech pvt.ltd.

**Area/ Department/ Project of Summer Internship Program:** Market research intern

**Name of the Student:** Gautam Chitkara

**Roll no:** 0646

**Stream:** MBA Pharmaceutical Management (PM-16)

**Week no:** 10 **From:** 14/06/2025 to 19/06/2025

|                                                                               |                                                                                                                                                                       |
|-------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <ul style="list-style-type: none"><li>Analyze the primary data and find some insights</li><li>Form a comprehensive report</li><li>Form a ppt of the project</li></ul> |
| <b>Linking theory (Classroom learning) with practice at your organisation</b> | Used the market analytics for the analysis of the primary data<br>Uses research methodologies to strategies the formation of report                                   |
| <b>Gaps identified on the working area.</b>                                   | More primary research should be done for the extensive analysis<br>More practical training needed then theoretical                                                    |
| <b>Suggestions for improvement</b>                                            | More practical training and more time should be given towards the field work and cover a wide range                                                                   |
| <b>Plan for the next week</b>                                                 | Reporting to college                                                                                                                                                  |

**Gautam Chitkara**

**Approved by the IIHMR University's Mentor**

## Compiled Reporting Format

**Name of the Organization:** Medorah Meditech pvt.ltd.

**Area/ Department/ Project of Summer Internship Program:** Market research intern

**Name of the Student:** Gautam chitkara

**Roll no:** 0646

**Stream:** MBA (Pharmaceutical Management)

### Activity Done

- Perform market research for colonoscopy and cholangioscope equipment in in India and globally
- Analyzed the market trends like market size, CAGR and growth rate in India and Globally
- Determine the already existing brand in the market which has already a presence in the market
- Conducted extensive research on each of them about their company and their product, their market size and growth rate
- Conducted a comparative analysis of their company and their product to determine which is best in which features
- Prepare a report on Endoscopy, medical device market, colonoscopy and Cholangioscopy.
- Prepare a ppt for each of them and present it in

front of the BD manager

- Differentiate the stake holders into 4 categories which will help me collect the primary data
- The stake holders are Doctors, Technicians, Purchase department and Nurses
- Prepare a extensive questionnaire that contains open ended, close ended both the question types
- Open ended to determine what the stakeholders think about that thing
- Close ended for the category questions
- From a list of hospitals where I am going to visit in the primary research part
- Take the approval of the BD manager for all this and ask for assistance for my visit
- Perform the primary data collection from gastroenterologists and technicians
- Aggregate and synthesized to assess device effectiveness and clinic preferences
- Collected data from diverse hospital types like corporate hospitals, private hospitals, government hospitals
- Evaluated the variable factors for the procurement
- Doctors list the key valuable features the doctors like the most
- Documented detailed adoption barriers

|                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|--------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                      | <p>highlighting the importance of hands-on training and cost concerns</p> <ul style="list-style-type: none"> <li>• Maintained detailed records of response through google forms and physical papers</li> <li>• Help draft the strategic recommendations for hospital partnerships and product positioning</li> <li>• Organized all data into actionable insights to support decision making for stake holders</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                |
| <p><b>Linking theory (Classroom learning) with practice at your organization</b></p> | <ul style="list-style-type: none"> <li>• Use market dynamics and segmentations concepts to MedTech scenarios</li> <li>• Uses research methodology concept to conduct primary research and secondary research</li> <li>• Uses research methodology to prepare the questionnaire and talk track</li> <li>• Translated the CAGR and stats to determine the market size</li> <li>• Connect the competitive advantage theory through device portfolios of the companies</li> <li>• Uses swot analysis to determine the competitive advantage and market opportunity</li> <li>• Integrate user experience and human factors into device evaluation</li> <li>• Leverage the innovation diffusion theory to understand the doctor's adoption trends</li> <li>• Apply Pharmacoeconomics for pricing and cost effectiveness evaluation</li> </ul> |

- Combine the quantitative and qualitative analysis methods for data collection
- Linked the product lifecycle theory with observed brand switching behavior
- Applied knowledge of pilot study design in hospital collaboration for primary data collection
- Use SWOT analysis for the determination of market leaders and upcoming players
- Leverage the report writing and presentation skills for the deliverables
- Compared theoretical cost-benefit models to real procurement decision
- Applied ethics and compliance principles to device regulation and approvals
- Used customer value proposition frameworks to assess tech players

**Gaps identified on the working area.**

- Limited training for new devices across hospitals
- Inadequate ongoing training for support and maintenance teams
- I found the gaps in awareness and education among patients and doctors
- Insufficient focus on long term cost of ownership in training modules
- Ai has not reached it full potentials in the market
- Doctors are raising queries for the more mature

|                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                    | <p>ai</p> <ul style="list-style-type: none"> <li>• Absence of database for equipment metrics and incidents</li> <li>• Insufficient communication between the company</li> <li>• Weak tracking of demo to adoption conversion rates</li> <li>• Limited bench marking for internation brands</li> <li>• Limited collaboration with KOLs</li> <li>• Suboptimal processes for gathering and incorporating multi stakeholders</li> <li>• Inconsistence in technology innovation</li> <li>• More practical exposure should be there during the internships</li> <li>• High cost for cholangioscope</li> <li>• Reusable cholangioscope is needed</li> <li>• Innovation in AI should be needed</li> </ul> |
| <b>Suggestions for improvement</b> | <ul style="list-style-type: none"> <li>• They should have a standardized training protocol</li> <li>• Provide regular upskilling and refresher courses for doctors and technicians</li> <li>• Increase the patient awareness program</li> <li>• Try to remove the taboo of the procedure</li> <li>• Try to reduce the cost of the procedure in the cholangioscope</li> </ul>                                                                                                                                                                                                                                                                                                                      |

- Should have a digital dashboard for performance analytics and incident logging
- Track the demo to adoption conversion rate
- Should analyze the stakeholder's problems and try to solve them as soon as possible
- Should have efficient technical support
- Include stakeholders for collaborative decision making
- Foster long term collaboration with the KOLs
- Sponsor the innovation in devices and support clinical studies
- Continuously collect stakeholders' feedback
- Benchmarking internal practices against global best standards
- Conduct periodic equipment reviews and plan structured upgrade paths
- Collaborate with corporate hospitals for bulk procurement orders
- Focus on innovations and cost-effectiveness
- Leverage the make in India initiative

#### **Key Learnings**

- Doctors adapt quickly to new brands or feature for colonoscopy it is 1-2 demos but in Cholangioscopy it is 3-4 demos
- Hands on training and clinical support is essential for successful adoptions
- AI is there in the brands, but stakeholders are

not satisfied with the existing one

- AI has not reached its full potential in the market regarding devices
- Stake holders require reusable cholangioscope to reduce the cost of the procedure
- Brand reputation heavily influences the procurement decision
- After sales services are the critical factors
- Detailed documentation and real-world usage data improve selection confidence
- High-quality imaging and torque transmission are top valued colonoscopy features
- Olympus is the major brand in colonoscopy as it holds the major share in the market
- Boston scientific is the major brand in Cholangioscopy
- Segmenting by hospital type and user need improves market targeting

**Signature of the Student**

**Approved by the IIHMR University's Mentor**