# SUMMER INTERNSHIP REPORT

at

# ALCHEMVER

From: 12 May 2025 to 25 July 2025

**A REPORT BY:**


**Deore Yashodeep Bharat**

Master of Business Administration

Pharmaceutical Management-16

**IIHMR-U/02/2024-26/0638**

**2024-2026**


Under Mentorship of

**Dr. Goutam Sadhu**

**Professor**

**IIHMR University, Jaipur**

# INTERNSHIP COMPLETION CERTIFICATE

**DATE: - 25-07-2025**

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

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

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

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

Dinesh Pandey
Director
Alchemver

# IIHMR University Faculty Mentor Approval

This is to certify that **Mr. Yashodeep Bharat Deore** 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.

G. Sadhu

Date: 28/07/2025

Dr. Goutam Sadhu
Professor

# A Deep Dive into Market Research, Market Intelligence, and Strategic Consulting

**Name:** Deore Yashodeep Bharat **Stream:** MBA-PM-16 **Roll no:** 0638
**University Mentor:** Dr.Goutam Sadhu (Professor- IIHMR University) **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 solutions. Serving clients across the US, Europe, and Asia, Alchemver helps biopharma companies make smarter, data-driven decisions in drug development, commercialization, and market strategy.

## Vision

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

## Mission

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

## Organogram

Founder (Mr.Dinesh Pandey)
↓
CEO (Mr. Subhaji Mukherjee)
↓
Director ( Mr. Shival Jasrotia) | Operation Head (Mr. Rajesh Tiku) | HR Manager (Ms. Lata Sharma)
↓
Senior Business Analyst (10)

## SWOT Analysis

### Strengths

- Alchemver positions itself as placing human wisdom ahead of adding tech.
- Profound penetration in AI/ML, predictive analysis, GenAI, BI, SQL, R/Python and cloud platforms.

### Weakness

- In the process of developing name recognition compared to larger consultancies.
- High-scale growth without quality dilution may put margins under pressure.

### Opportunities

- Growing pharma need for hybrid AI-human processes provides them with a strong differentiation advantage.
- Surf the digital change wave against companies starved of automation

### Threats

- Big-tech global companies or AI start-ups might undermine their value proposition/aggressively poach AI talent.
- Life-sciences healthcare consulting can cause expensive blunders.

## TOWS Analysis

### SO Strategies

- Leverage AI/ML and GenAI expertise to meet growing pharma demand for hybrid solutions.
- Use cloud and BI capabilities to drive automation in underserved markets.

### ST Strategies

- Differentiate from big-tech by emphasizing the Human Intelligence–First model.
- Highlight deep healthcare domain expertise to avoid consulting errors and maintain credibility.

### WO Strategies

- Enhance brand visibility (e.g., LinkedIn) to improve recognition and attract pharma clients seeking AI-human solutions.
- Train junior staff to align with growing business requirements.

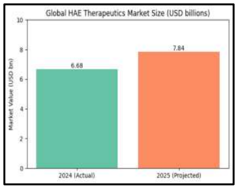
### WT Strategies

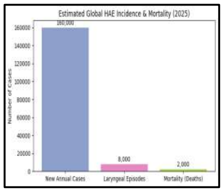
- Build strong internal talent pipelines to reduce reliance on top leadership and protect against AI talent poaching.
- Implement quality control systems to manage growth without errors.

## Project Assigned

### Market Assessment & Market Access Of HAE – US Market

- **Market Size**: $5.59B (2024) → $19.68B (2032), **CAGR: 17.1%**
- **Global Prevalence:** ~1–2 per 100,000 people
- **Type I**: 80–85%, **Type II**: 15–20%, **Type III**: Rare
- **High Regions**: Finland (2.6), USA (0.7–1.0), India severely underdiagnosed
- **Annual Treatment Cost**: $300K+ per patient
- **Drug Prices**:
  - Takhzyro: ~$377K (first 6 months)
  - Haegarda: $2,600–$3,900/dose
  - Firazyr: ~$1,240 | Orladeyo: ~$1,530
- **Coverage**: 66% medical, 34% pharmacy




The project provides an evidence-based analysis of the HAE market, highlighting unmet needs, diagnostic gaps, and access challenges. It evaluates Lanadelumab's impact and outlines market entry, reimbursement, and competitive strategies for rare endocrine disorders.

## Theoretical Vs Practical Understanding

### Practical Exposure

- Applied knowledge on **real industry projects** generate multiple task scenario atAlchemver.
- 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
- Communication skills with mentors .
- Development of analytical and strategic thinking

## 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

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# 4. Compiled Report

**Name of the Organisation:** Alchemver

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

**Name of the Student: Deore Yashodeep Bharat**

**Roll no:** 0638 **Stream:** MBA Pharmaceutical Management

## 4.1. Activity Done:

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

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

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

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

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

From 9th June, I focused on gathering data about *fertilizer supplements in the Saudi market*. I collected contact details of wholesalers and distributors and analysed key market players and their distribution strategies. Additionally, I prepared a presentation on *Scenario Planning in Forecasting*, summarizing insights from a course I had completed.

During the week of 16th June, I conducted research on *Prostate Cancer*. This included data on incidence, stages, treatments (hormonal therapy, chemotherapy, immunotherapy), and patient demographics. I created a presentation covering disease overview, therapies, clinical guidelines, and ongoing trials. I also studied how oncology specialty pharmacies and hub services, like those supporting *Valchlor* and *Akynzeo*, assist in drug delivery, patient education, and adherence support.

On 23rd July, my research focused on two oncology brands—*Valchlor* and *Akynzeo*. I mapped out the full patient journey and developed a 2025 real-world use case. I examined market size, competitors, and access barriers. I also created a comparative presentation of enterprise forecasting platforms (ZS, Axtria, IQVIA, Clarivate, and Veeva), evaluating features such as AI/ML capabilities, oncology specialization, integration, and data visualization. Deliverables included a concise report and a PowerPoint deck with key insights.

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

During the week of 7th July, I explored *Flatiron's OMOP Common Data Model (CDM)* structure. This hands-on activity deepened my understanding of oncology real-world data, focusing on data standardization, key OMOP tables, and challenges related to data gaps and HIPAA/GDPR compliance.

In the week of 14th to 19th July, I worked on a *Market Assessment and Market Access Report*. I analysed current market trends, customer preferences, and competitors to identify opportunities and challenges. I also evaluated distribution channels and access barriers, suggesting strategies to improve market penetration and strengthen organizational competitiveness.

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

While working from home, I focused on gathering information from reliable and trusted online sources to support my research projects. I ensured that all data aligned with my topic and research goals, verifying sources carefully to avoid the risks of incomplete or inaccurate secondary data. This process significantly improved my ability to critically evaluate information and reinforced the importance of source credibility.

Applying what I had learned in data interpretation courses, I was able to understand and analyze complex datasets effectively using Excel. This not only helped in making sense of numerical data but also taught me to recognize the limitations of secondary data and account for them in my analysis. Creating structured reports in Word and presentations in PowerPoint helped communicate my findings clearly and professionally.

Throughout the internship, I was able to apply theoretical knowledge from various academic modules to real-world projects. For example, I used my understanding of **marketing and supply chain** to analyze product distribution in the Saudi market, research competitors, and develop a forecasting presentation based on planning methods studied in class. I also explored **regulatory frameworks** and used **data-driven insights** to support better business decisions.

In my oncology-focused projects, I applied concepts from **healthcare management**, **epidemiology**, and **pharma marketing** to understand treatment pathways for conditions like prostate and pancreatic cancer. I studied the role of **specialty pharmacies** and used tools like Excel and PowerPoint to translate complex information into actionable insights. This work deepened my understanding of **health economics**, **patient journey mapping**, and **market access challenges**.

Additionally, I applied classroom learning from **Market Access & HEOR** modules—such as **stakeholder mapping**, **data governance**, and **real-world evidence (RWE)**—to analyze projects involving drugs like Valchlor and Akynzeo. My exposure to **Flatiron's OMOP CDM** during coursework helped me better understand the structure of oncology real-world data, enhancing my ability to draw meaningful conclusions from it.

Projects like those on **Endometriosis** and **pancreatic cancer outlooks** allowed me to bridge academic theory with practice. I researched treatments, analyzed patient and market data, and developed access strategies using forecasting and AI tools. These experiences helped translate my classroom knowledge into practical skills in **strategic planning**, **competitive analysis**, and **market research**.

Overall, the remote internship offered a valuable opportunity to apply academic concepts in a real-world context, strengthening both my technical and analytical skills while enhancing my ability to deliver insights that support informed decision-making in the healthcare and pharmaceutical sectors.

## 4.3. Gaps identified on the working area:

One of the key challenges during the internship was the **work-from-home format**, which limited opportunities for **hands-on learning** and **real-time mentor interaction**. While remote work offered flexibility, it also reduced immediate feedback and support, making it harder to ask quick questions or receive direct guidance when needed.

Another limitation was the **lack of face-to-face communication and collaboration** with fellow interns. This impacted **teamwork, idea-sharing, and peer learning**, which are often valuable parts of the internship experience. Fewer structured interactions meant reduced opportunities for brainstorming, discussing problems, or working together on tasks.

The absence of **live examples and in-depth case discussions** made it more challenging to fully grasp complex real-world data and apply theoretical concepts effectively. In-person office exposure might have enhanced understanding through more **interactive learning** and access to ongoing projects.

In addition to structural limitations, I observed several **operational and strategic gaps** during my research work:

- **Outdated distributor and competitor data**, affecting the accuracy of market assessments.
- **Weak interdepartmental communication**, which hindered information flow and collaborative decision-making.
- **Lack of robust forecasting systems** and **unclear customer segmentation**, limiting strategic planning capabilities.

- **Limited integration of regulatory and market access data** with forecasting tools, especially in oncology-focused projects.
- **Inadequate tracking of patient adherence and outcomes**, particularly for newer oncology brands like *Valchlor* and *Akynzeo*.
- **Low patient awareness**, **delays in insurance approvals**, and **fragmented care coordination**, which affect healthcare delivery.
- **Limited use of standardized real-world evidence (RWE) frameworks** and **insufficient awareness of global HTA (Health Technology Assessment) differences**.

These experiences highlighted the value of **structured, in-person internships** and **cross-functional collaboration** for deeper learning and professional development. Addressing these gaps can improve the effectiveness of both internship programs and healthcare strategies more broadly.

## 4.4. Suggestions for improvement:

To enhance the overall internship experience, I would like to recommend a few improvements based on my reflections:

1. **Daily Mentor Check-ins**
   I kindly request the opportunity to have short, regular interactions with my mentor. A 10–15-minute daily check-in would provide the chance to clarify doubts, receive timely feedback, and stay aligned with expectations. This would not only speed up the learning process but also help improve the quality of work and overall productivity.
2. **Weekly Intern Group Sessions**
   Scheduled weekly group discussions with fellow interns could encourage knowledge sharing, peer learning, and a sense of teamwork. These sessions would be beneficial for discussing challenges, exchanging ideas, and learning from each other's experiences.
3. **Access to Sample Project Data or Case Studies**
   Providing anonymized real-world case studies or mock project datasets would help bridge the gap between academic theory and business practice. This hands-on

exposure would deepen our understanding of company processes and market dynamics.

4. **Better Communication and Collaboration Tools**
   Improving communication channels and collaboration platforms would help ensure smoother coordination between mentors, team members, and interns. Regular touchpoints and clear expectations would increase engagement and accountability.

5. **Updated and Reliable Market Data**
   Ensuring access to up-to-date and accurate market data is crucial for high-quality analysis. Partnering with reliable databases and streamlining data collection methods would significantly improve the accuracy of research outcomes.

6. **Enhanced Forecasting Tools and Competitor Tracking**
   Implementing advanced forecasting tools tailored to the oncology sector, along with structured competitor monitoring systems, would support more precise and strategic decision-making.

7. **Cross-Functional Exposure and Expert Interactions**
   Encouraging interactions with professionals across departments and inviting guest speakers from the industry would provide broader insights into real-world challenges and strategies.

8. **Training on Real-World Evidence (RWE) and Global HTA Processes**
   Providing interns with basic training on standardized frameworks like OMOP CDM and exposing them to international HTA (Health Technology Assessment) systems would strengthen their understanding of market access strategies.

9. **Field Exposure and Practical Insights**
   Whenever feasible, offering some level of field-based experience or shadowing opportunities (even virtually) would enhance understanding of patient needs, care coordination, and access pathways in real-life contexts.

10. **Healthcare System Improvements (Strategic Recommendations)**

    - Improve **patient education** and awareness.
    - Speed up **insurance approvals**.

- Strengthen **care coordination and tracking of adherence**.
- Integrate **regulatory and forecasting tools** for better planning.

These enhancements would collectively make the internship experience more engaging, practical, and aligned with real-world industry expectations.

## 4.5. Key Learnings:

During my internship, I gained valuable insights and practical skills across multiple domains. One of the most significant areas of growth was in data collection and analysis. I learned how to gather information from reliable online sources, verify its accuracy, and critically evaluate its relevance. Using tools like Excel, I developed the ability to interpret and analyse complex datasets, while PowerPoint helped me effectively communicate insights through structured presentations. This hands-on experience taught me the importance of data integrity and the limitations of relying solely on secondary data.

I was also able to apply academic knowledge from subjects like marketing, supply chain, epidemiology, health economics, and market access to real-world scenarios. Whether it was analysing treatment patterns in oncology or forecasting market trends for specific therapeutic areas, I found that my classroom learning provided a strong foundation for tackling practical business challenges. Working on projects involving oncology brands like Valchlor and Akynzeo helped me understand patient journey mapping, treatment gaps, and the critical role of specialty pharmacies in supporting adherence and access.

Another major area of learning was in market access and forecasting. Through various assignments, I explored the complexities of regulatory pathways, insurance approval processes, and distribution systems. I evaluated forecasting platforms and applied planning methodologies to assess market size, competition, and growth opportunities. These tasks improved my strategic thinking and taught me how data-driven decisions are made in the healthcare industry.

The internship also provided a deeper understanding of the healthcare ecosystem. I became more aware of real-world challenges such as poor care coordination, delays in insurance approvals, low patient awareness, and limited tracking of treatment adherence. Recognizing these gaps helped me appreciate the need for integrated solutions that combine data analysis, regulatory strategy, and patient support services.

Working in a remote environment further enhanced my communication, adaptability, and time management skills. However, it also highlighted the importance of direct interaction and collaboration. The limited real-time engagement with my mentor and fellow interns made me realize how essential regular feedback, group discussions, and shared learning experiences are to a productive and enriching internship. I also saw the benefits of structured communication and how daily check-ins and access to sample project data could significantly improve learning outcomes.

Finally, I gained exposure to emerging digital tools and frameworks such as Flatiron's OMOP CDM, which deepened my understanding of real-world data structuring and compliance. I also became more familiar with global HTA processes and the need for standardization in evaluating treatment value and access. Overall, this internship helped me bridge the gap between theory and practice, refine my analytical and professional skills, and build a strong foundation for a future career in healthcare and pharmaceutical consulting.

**Signature Of student**

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

# 5. Weekly Report

**Name of the Organisation:** Alchemver

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

**Name of the Student: Deore Yashodeep Bharat**

**Roll no:** 0638 **Stream:** MBA Pharmaceutical Management

## 5.1. Week 01 Report

**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 Instruments "**, 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 used reliable websites for my research and ensured the data matched my topic. I learned to analyze and interpret information carefully and became more aware of the need to verify sources, as online data can be incomplete or inaccurate. This improved my critical evaluation skills. |
| **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. |

## 5.2. Week 02 Report

**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 Instruments,"** 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. |

## 5.3. Week 03 Report

**From:** 26/05/2025 to 31/05/2025

| | |
|---|---|
| **Activity Done** | Starting on May 26, we were introduced to our mentor, who gave us a quick overview of our roles and what was expected from us. Each of us was assigned a different therapeutic area to focus on—mine was ophthalmology. Our mentor guided us on how to get started, including how to investigate the market size, recent drug approvals, and key regulatory guidelines.<br><br>I gathered data from trusted sources, analysed it using Excel, and pulled out important insights. Then, I put everything together in a detailed Word report, explaining my findings and what I had learned.<br><br>One of the main tasks was to create a therapeutic outlook for 2024. I updated the previous year's (2023) outlook to include the latest trends and changes in the ophthalmology market. |
| **Linking theory (Classroom learning) with practice at your organisation** | Working remotely really helped me put my learning into practice, especially when it came to finding and using reliable data. I was careful to use trusted websites and made sure the information fit with what I was trying to find out. My background in data interpretation came in handy—it helped me make sense of the numbers but also reminded me that secondary data isn't always perfect and has its own limitations. |
| **Gaps identified on the working area.** | Since the internship was work-from-home, I didn't have many opportunities to interact directly with my mentor. There was also limited communication with other interns, which made it harder to share ideas and collaborate as a team. At times, it was challenging to fully grasp real-world data without live examples or in-depth case discussions. While we appreciated the flexibility of remote work, we realized that working from the office might have given us a better understanding and deeper insights through more hands-on learning and real-time support. |
| **Suggestions for improvement** | Looking back, a few simple additions could have improved the experience. Daily mentor calls would have helped clear doubts quickly, and weekly group sessions with other interns could have encouraged idea-sharing and teamwork. Access to sample project data or mock case studies would've made it easier to connect theory with real-world practice. |
| **Plan for the next week** | Prepare a course outlook for the application of Python. |

## 5.4. Week 04 Report

**From:** 2/06/2025 to 7/06/2025

| | |
|---|---|
| **Activity Done** | We were assigned to create a PowerPoint presentation outlining a course on *Module Application in Python*. The design was to follow a provided template. The presentation includes:<br>• A course overview slide<br>• Module-wise breakdown (topics, subtopics)<br>• Learning outcomes for each module<br>• Application examples in Python<br>• Summary and assessment plan<br>The presentation was formatted as per the given template, ensuring consistency in font, design, and layout. The final output effectively communicates the structure and content of the course. |
| **Linking theory (Classroom learning) with practice at your organisation** | I was able to put into practice what I had learned about using existing data sources effectively. I carefully chose credible websites to make sure the information I used was both accurate and reliable. While collecting data, I always kept my research goals in mind to ensure everything I gathered was relevant. The data interpretation skills I developed through my coursework were especially helpful in analysing the information and understanding its importance. At the same time, I remained aware of the limitations that come with secondary data and took those into account while drawing conclusions. |
| **Gaps identified on the working area.** | A key gap during the remote internship was the lack of real-time support and interactive learning, which slowed progress and limited collaboration with other interns. Limited exposure to real projects also made it harder to connect theory with practice, highlighting the value of in-person, hands-on experiences for deeper learning. |
| **Suggestions for improvement** | A few simple changes could really enhance the experience. Regular check-ins with the mentor would make it easier to clear doubts and stay on track. Weekly group calls with other interns could help us share ideas and learn from each other. Also, access to sample projects or case studies would make it easier to connect what we've learned with real-world work. |
| **Plan for the next week** | Not decided yet will be discuss on Monday Meeting. |

## 5.5. Week 05 Report **From:** 09/06/2025 to 14/06/2025

| | |
|---|---|
| **Activity Done** | This week, starting from June 9, I focused on gathering data about fertilizer supplements in the Saudi market. I collected details about wholesalers and distributors, including their contact info and email addresses. I also investigated the key players in the market and analysed how they manage their distribution. Alongside this, I created a presentation on scenario planning in forecasting, based on a detailed course I completed on the topic. |
| **Linking theory (Classroom learning) with practice at your organisation** | This week, I got to apply what I've learned in marketing and supply chain to understand how products are sold and distributed in the Saudi market. I researched competitors, collected product data, and analysed how market leaders plan their strategies. I also created a forecasting presentation using planning methods from class, which helped me sharpen both my research and communication skills. Along the way, I learned more about regulatory rules and used data analysis to support 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." |

## 5.6. Week 06 Report

**From:** 16/06/2025 to 21/06/2025

| | |
|---|---|
| **Activity Done** | As part of my work, I focused on prostate cancer by collecting data on its incidence, stages, and patient demographics. I studied current treatments like hormonal therapy, chemotherapy, and newer options such as immunotherapy and radiopharmaceuticals. I also looked at gaps in treatment and patient adherence. I put all of this into a presentation covering the disease overview, available therapies, treatment guidelines, and ongoing clinical trials. In addition, I explored how oncology specialty pharmacies and hub services help patients by supporting drug access, handling prior authorizations, and offering financial assistance. For example, with Valchlor, specialty pharmacies manage cold-chain delivery, educate patients on safe usage, and support adherence. For Akynzeo, they ensure it's taken properly with chemo, verify benefits, provide counselling, and monitor refills to match chemo cycles. |
| **Linking theory (Classroom learning) with practice at your organisation** | I applied my knowledge of healthcare management and pharma marketing to real oncology research. Concepts like epidemiology, market access, and patient journey mapping helped me analyse prostate cancer treatments and understand the role of specialty pharmacies for drugs like Valchlor and Akynzeo. I used Excel for data analysis and PowerPoint to create clear, professional presentations. Health economics and patient journey insights also helped me understand treatment gaps and where patient support could be improved. |
| **Gaps identified on the working area.** | Working from home meant I had limited face-to-face interaction with my mentor and little teamwork with other interns, which made it harder to share ideas and learn from each other. Through my work, I also noticed some key gaps in the healthcare process, like low patient awareness, delays in insurance approvals, poor care coordination, and limited tracking of treatment adherence and outcomes. |
| **Suggestions for improvement** | Daily mentor calls could aid quick doubt resolution and feedback. Weekly intern discussions may boost collaboration. Sample case data helps grasp real scenarios. Overall, better patient education, faster insurance approvals, care coordination, and adherence tracking can enhance outcomes. |
| **Plan for the next week** | Not decided yet will be discuss on Monday Meeting. |

## 5.7. Week 07 Report

**From:** 23/06/2025 to 28/06/2025

| | |
|---|---|
| **Activity Done** | My research focused on two oncology brands—Valchlor and Akynzeo. I mapped out the full patient journey for both drugs and created a real-world use case for 2025 to show how they might be used in the market. I investigated market size, key competitors, and common barriers to access. As part of the project, I also built a presentation comparing top enterprise forecasting platforms like ZS, Axtria, IQVIA, Clarivate, and Veeva. I compared them based on features like AI/ML capabilities, oncology focus, integration, and data visualization. The final deliverables included a short report and a PowerPoint deck with key insights and visuals. |
| **Linking theory (Classroom learning) with practice at your organisation** | I applied my knowledge of epidemiology, data analysis, and market research to real projects like pancreatic cancer outlook and forecasting with AI tools. Using Excel and PowerPoint, I analysed patient data and presented insights. I also explored health economics, patient journeys, and market access while working on oncology brands like Valchlor and Akynzeo, turning theory into practical, real-world understanding. |
| **Gaps identified on the working area.** | There are a few key gaps identified in the working area, including limited real-world data for newer oncology brands like Valchor and Alkyenzeo, incomplete patient journey insights—particularly in adherence and monitoring phases—and a lack of integration between market access data and forecasting tools. Additionally, current forecasting platforms are not always optimized for oncology-specific needs, and there's limited cross-functional collaboration, with delays in accessing updated 2025 market data. |
| **Suggestions for improvement** | Improve by integrating real-world data, enhancing cross-functional collaboration, customizing forecasting tools for oncology, and ensuring timely access to updated market insights for better decision-making. |
| **Plan for the next week** | Not decided yet will be discuss on Monday Meeting. |

## 5.8. Week 08 Report

**From:** 30/06/2025 to 05/07/2025

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| **Activity Done** | During the internship, I actively participated in project discussions on the assigned topic, "Hereditary Angioedema – Market Assessment and Market Access." With guidance from the team, I helped define the project's scope and objectives and began preliminary research focused on the epidemiology and prevalence of HAE, the current treatment landscape, key market players and competitors, and reimbursement and access challenges across different markets. Additionally, I initiated data collection on pharmaceutical industries in Uttar Pradesh, compiling essential company details such as official websites, LinkedIn profiles, and available contact information. This effort aimed to create 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 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. |

## 5.9. Week 09 Report

**From:** 07/07/2025 to 12/07/2025

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| **Activity Done** | This week, I explored Flatiron's OMOP CDM structure, gaining hands-on experience with oncology real-world data. The activity highlighted data standardization, key OMOP tables, and challenges like missing data and compliance with HIPAA/GDPR. |
| **Linking theory (Classroom learning) with practice at your organisation** | I applied classroom concepts from the Market Access & HEOR module—such as stakeholder mapping, data governance, and real-world evidence—to real projects at my organization. Exploring Flatiron's OMOP CDM in class enhanced my understanding of structuring RWD, which I could directly relate to data-driven insights and competitive analysis tasks during my internship. |
| **Gaps identified on the working area.** | Limited use of standardized RWE frameworks and low awareness of global HTA differences were key gaps identified. |
| **Suggestions for improvement** | Encourage adoption of standardized RWE models (e.g., OMOP CDM) and provide training on global HTA processes to strengthen market access strategies. |
| **Plan for the next week** | Work on internship Project. |

### 5.10. Week 10 report **from:** 14/07/2025 to 19/07/2025

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| **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 student**

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