

About Mankind Pharma

Mankind Pharma is a prominent name among India's pharmaceutical companies, dedicated to making quality healthcare affordable for everyone. Founded in 1995, the company has established itself strongly across both urban and rural regions by providing reliable medicines. Mankind is well-known for its expertise in therapeutic domains such as antibiotics, gastrointestinal drugs, heart care, and gynecology, and is also a leader in healthcare consumer products. The organization values trust, innovation, and ethical practices, reaching millions worldwide.

Vision

To become a globally respected pharmaceutical organization recognized for its affordability, customer-first mindset, and steadfast dedication to the welfare of society.

Mission

Mankind Pharma strives to ensure quality medicines are within reach for all by emphasizing affordable manufacturing and widespread distribution. Our aim is to enhance lives through ethical approaches, innovation, and ongoing excellence in the healthcare sector.

About The Clinician Survey

This survey was designed to gather medical professionals' viewpoints regarding how dietary elements—such as processed flour, high carbohydrates, saturated fats, sodium, and selected herbal products—impact NAFLD/MAFLD. It also examines current pharmaceutical interventions, including UDCA use. The findings are intended to improve understanding of disease screening, dietary risk factors, and contemporary treatment strategies for liver health.

Practical Exposure

Conducted a comprehensive surveys involving 157 physicians.
Developed expertise in gathering and interpreting real-world clinical data.
Gained insight into how doctors understand the diet, diagnosis, and management of NAFLD.

Academic Insights

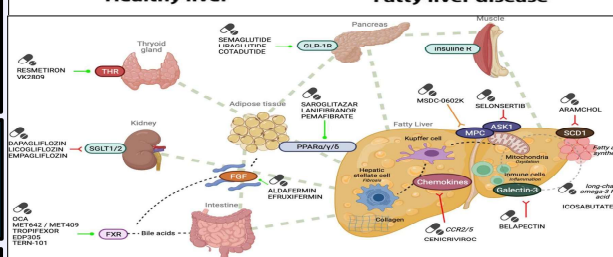
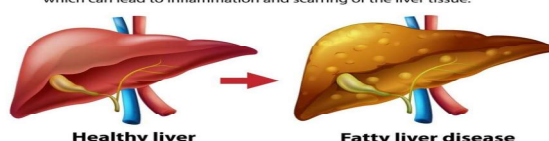
Gained knowledge on disorders like NAFLD and MAFLD.
Enhanced understanding of nutrition and pharmaceutical treatments including UDCA.
Learned survey methodologies and ethical research standards.
Connected theory to practice around liver diseases, fibrosis, and cirrhosis.

Usefulness

Developed real-world survey and research skills.
Gained insights into doctor perspectives on NAFLD/MAFLD.
Improved communication and professional interaction with clinicians

NONALCOHOLIC FATTY LIVER DISEASE (NAFLD)

Nonalcoholic fatty liver disease (NAFLD) is a condition in which excess fat builds up in the liver, often related to obesity and insulin resistance, which can lead to inflammation and scarring of the liver tissue.



SWOT Analysis

Strengths

- Engaged directly with 157 doctors from various medical specialties.
- Gathered real-world data from clinical environments.
- Addressed an increasingly significant health issue (the rising incidence of NAFLD/MAFLD).

Threats

- Limited face time with doctors sometimes affected data quality.
- Some clinicians might not be familiar with current NAFLD/MAFLD guidelines.
- Confusion over diet or herbal remedies could influence responses.

Opportunities

- The study deepened knowledge about NAFLD/MAFLD, diet and therapies (UDCA).
- This hands-on experience will be beneficial for future roles in pharma or healthcare.
- Direct discussions with professionals boosted confidence and presentation skills.

Weaknesses

- Using paper-based surveys led to missing or partial data.
- Some aspects (like follow-up care or long-term results) couldn't be explored.
- Awareness of dietary links to NAFLD among doctors was sometimes limited.

Suggestions for the Organization

1. Digitalize Surveys

Shift to mobile or app-based formats for easier data collection and improved accuracy.

2. Create Educational Content

Provide brochures or electronic resources to help patients understand NAFLD/MAFLD.

3. Set Up Follow-up Systems

Develop a process for post-survey follow-up to gather deeper clinical feedback.

4. Pre-Fieldwork Training

Give interns training on professional communication before starting medical outreach.

5. Recognize Doctors

Thank and acknowledge participating doctors with certificates or letters to encourage engagement.

6. Issue Official ID Cards to Interns

Equip interns with identification to foster trust and professionalism during visits.