

SUMMER INTERNSHIP PROGRAM

at

Healthark Insights

From 12th May 2025 to 25th July 2025

Report By
ARCHI SHUKLA

Master of Business Administration- Pharmaceutical Management

Roll no- 0612

Batch 2024 - 2026

under the Mentorship of

Dr. Ratna Verma



Date: 25th July, 2025

Whom So Ever It May Concern

This is to certify that **Ms. Archi Shukla** worked with **Healthark Insights Wellness Solutions LLP** as an **Intern Consultant** from **12th May, 2025 to 25th July, 2025**.

During her internship tenure, she conducted secondary research for healthcare market assessment projects spanning across US and Asia Pacific markets. She supported her seniors in preparing client deliverables in PowerPoint presentation, excel and word document formats. She has always shown a responsible attitude towards the tasks assigned to her and completed them within time with utmost sincerity. She has been a good team player and was supportive to her other colleagues in the organization.

We wish her a bright future and success in her future endeavours.



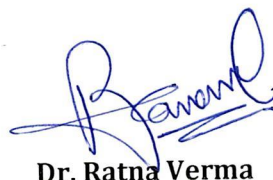
Sincerely,
Amol Pandya
HR Manager
Healthark Insights

IIHMR University Faculty Mentor Approval

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

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

Date: 28/07/2025

A handwritten signature in blue ink, appearing to read 'Ratna Verma', with a stylized flourish at the end.

Dr. Ratna Verma

Associate Professor

Secondary data analysis revealing healthcare trends and treatments

Mission

The organization envisions becoming a globally recognized management consulting firm in the healthcare and life sciences industry, known for delivering impactful and executable solutions to its clients

Vision

The firm aims to deliver actionable insights through a skilled team, leveraging expertise across consulting, pharma, medical devices, digital health, and public health to support critical decisions with research-driven, market-aligned strategies

Organization Structure

Consultant→ Senior Consultant→ Manager→ Engagement Manager→ Managing Director→ Co-founder→ President→ Founder+CEO

SWOT

- Strengths**
Strong foundation in secondary research, industrial tools, slide making, and pharma knowledge
- Weaknesses**
Initial inconsistencies in formatting and data structuring across decks and required time to understand brand tone, visual aesthetics, and proprietary tools
- Opportunities**
Exposure to real-world pharmaceutical consulting cases like Thermo Fisher and GLP-1 drugs along with involvement in client-facing deliverables, content marketing, and proposal creation
- Threats**
Dependency on non-standardized input data and limited access to premium databases could hinder depth of clinical insights

Projects Outline

- Learnings**
Worked on V&V Testing for TFS, focusing on data integrity and trial mapping. Supported insights reports across GLP-1, Immunology, Dermatology, Eversana, and CVS Health
- Clinical Trials**
Understood phases (0–4) and real-world trial mapping through ClinicalTrials.gov, and analyzed trial data for therapeutic segmentation
- Slide Formatting**
Learned strict consulting formats, avoiding SmartArt and developed client-ready decks with brand-aligned design and storytelling
- Secondary Research**
Conducted competitive benchmarking, therapy landscape reviews, translated literature, and databases into visual and strategic formats for decks and blogs

Challenges

- Initially faced difficulty in maintaining consistent formatting and standardized branding across multiple presentation decks
- Struggled with visualizing complex drug data and therapeutic pathways into clear, structured, and client-friendly slide formats

Organizational Snapshots



Industry Vs Classroom Experience

Classroom Experience
Emphasized structured data analysis, research methodology, and theoretical frameworks, but lacked exposure to clinical trial data extraction, real-world evidence (RWE) sourcing, and consulting-style PowerPoint design

Industry Experience
Focused on unstructured data handling, secondary research, client-facing slide creation, and brand-aligned visual storytelling key consulting deliverables not covered in academic training

Annexure E

Weekly Report 01

1. **Name of the Organisation:** Healthark Insights (Ahmedabad)
2. **Department of Summer Internship Program:** Strategy and Consulting
3. **Name of the Student:** Archi Shukla
4. Roll no: 0612
5. Stream: MBA Pharmaceutical Management- 16th Batch
6. Week no: 01
7. From: 12/ 05/ 2025 to 17/ 05/ 2025

Activity Done	1. Attended orientation and induction led by the HR team, including briefings on company policies, leave structure, and communication protocols. 2. Gained access to the firm's internal learning portal (Healthark Academy) and completed modules on consulting essentials, including secondary research, Excel skills, and presentation techniques. 3. Participated in knowledge sessions covering regulatory frameworks, client expectations, and project delivery standards. 4. Learned the fundamentals of PowerPoint slide creation specific to consulting: avoiding SmartArt, strictly using the official company template, and maintaining the prescribed color palette. 5. Attended sessions led by senior consultants on how to structure a consulting deck, use data effectively, and develop insightful client narratives. 6. Worked on preparing and formatting a client-specific presentation on Biosimilars, adhering to all formatting and content guidelines.
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Linking theory (Classroom learning) with practice at your organisation	1. Research & Analysis: Applied secondary research methods to analyze client industry trends and case scenarios. 2. Communication Skills: Used presentation structuring techniques to convey key messages concisely and professionally. 3. Strategic Thinking: Linked classroom learnings on problem-solving and market scanning to real consulting scenarios. 4. Tool Proficiency: Practiced Excel and PowerPoint skills learned in academics within live and mock consulting tasks.
Gaps identified on the working area	1. Initial overuse of design elements like SmartArt, which deviates from consulting formatting standards. 2. Gaps in research precision need for greater depth in understanding client industries and terminology. 3. Some inconsistencies in aligning slides to the company's brand and structure initially.
Suggestions for improvement	1. Conduct dedicated training on client communication tone, formatting dos & don'ts, and research presentation. 2. Build a repository of sample decks for quick reference on layout, storyline flow, and data integration.

Plan for the next week	1. Continue working on client case research and improve data-backed storytelling in slides. 2. Support ongoing presentation projects and assist consultants with formatting, structuring, and research inputs.
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Weekly Report 02

1. **Name of the Organisation: Healthark Insights (Ahmedabad)**
2. **Department of Summer Internship Program: Strategy and Consulting**
3. **Name of the Student: Archi Shukla**
4. Roll no: 0612
5. Stream: MBA Pharmaceutical Management- 16th Batch
6. Week no: 02
7. From: 19/ 05/ 2025 to 23/ 05/ 2025

Activity Done	1. Attended a session on communication and its importance in a corporate setup. 2. Learned email writing structure: intro, explanation, approach, and CTA. 3. Practiced Excel tools: nested IF, VLOOKUP, XLOOKUP, AND/OR. 4. Assigned a new client project: Thermofisher (scientific validation & writing). 5. Conducted competitive analysis of ThermoFisher with EC West (Hyderabad). 6. Identified industry targets: a. Diagnostics b. MedTech 7. Researched companies in the domains of MedTech, Automobile & Diagnostics. 8. Listed relevant tools, testing descriptions, and certifications for companies.
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Linking theory (Classroom learning) with practice at your organisation	1. Communication Skills: Applied structured communication techniques in professional email writing and client interactions. 2. Presentation Design: Implemented consulting-specific slide principles (structure > decoration, layout flow, emphasis distribution). 3. Excel Proficiency: Used complex formulas like nested IF, VLOOKUP, and logical operators to support data analysis. 4. Research Application: Analyzed real-world case study of ThermoFisher and conducted comparative benchmarking.
Gaps identified on the working area	1. Required more clarity in data visualization techniques during slide formation. 2. Initially lacked proficiency in using advanced Excel functions. 3. Needed deeper insights while comparing company strategies in competitor analysis.
Suggestions for improvement	1. More practice in slide layout balance (content vs visuals). 2. Attend advanced Excel workshops or practice sessions. 3. Seek guidance on framing insights from secondary data effectively.
Plan for the next week	1. Deep-dive into ThermoFisher's value proposition and market positioning.

2. Continue refining competitor analysis across industries.

3. Improve storytelling in slide decks using data-driven insights.

Weekly Report 03

- 1. Name of the Organisation: Healthark Insights (Ahmedabad)**
- 2. Department of Summer Internship Program: Strategy and Consulting**
- 3. Name of the Student: Archi Shukla**
4. Roll no: 0612
5. Stream: MBA Pharmaceutical Management- 16th Batch
6. Week no: 03
7. From: 26/ 05/ 2025 to 30/ 05/ 2025

Activity Done	1. Competitor analysis for Thermo Fisher in various sectors (MedTech, Automotive, etc.). 2. Created Excel reports and slide decks for internal and client-facing presentations. 3. Conducted secondary research and document formatting. 4. Identified and justified competitors for presentation (PPT). 5. Explored expansion opportunities for Thermo Fisher in India. 6. Retrieved and reviewed a detailed immunology market report. 7. Created annexure for project scope for Thermo Fisher's Indian launch under Telangana government schemes.
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Linking theory (Classroom learning) with practice at your organisation

1. Strategic Management: Applied in competitor analysis, expansion planning, and evaluating investment priority areas.

2. Marketing & Business Development: Used in preparing pitch decks and justification of competitor selection.

3. Healthcare Policy & Systems: Understood government incentives and applied them in project annexure creation.

4. Research Methodology: Conducted secondary research using authentic sources, which aligned with academic training.

5. Data Analysis & Presentation: Utilized Excel and PPT skills developed during coursework to present insights.

Gaps identified on the working area

1. Lack of readily available structured competitor data for niche segments.

2. Need for more coordinated access to government incentive documents.

3. Time-consuming data formatting and slide creation due to inconsistency in received formats.

4. Limited internal documentation on previous expansion efforts.

Suggestions for improvement

1. Develop a centralized database for competitor and expansion-related insights.

2. Streamline formatting protocols for quicker client submission turnaround.

3. Create templates for standard deliverables (PPT, Excel).

	4. Conduct regular knowledge-sharing sessions for cross-functional alignment.
Plan for the next week	1. Collaborate with policy team to extract incentive documentation from other Indian states. 2. Build a framework for documenting business expansion strategies. 3. Start developing a ready-reference dashboard for MedTech competitors. Finalize and submit pending pitch decks for Thermo Fisher. 4. Explore deeper research into immunology-based competitors and innovation trends.

Weekly Report 04

- 1. Name of the Organisation: Healthark Insights (Ahmedabad)**
- 2. Department of Summer Internship Program: Strategy and Consulting**
- 3. Name of the Student: Archi Shukla**
4. Roll no: 0612
5. Stream: MBA Pharmaceutical Management- 16th Batch
6. Week no: 04
7. From: 02/ 06/ 2025 to 06/ 06/ 2025

Activity Done	1. Read and researched emerging technologies relevant to healthcare: Digital twin, Quantum AI, and Nanotechnology. 2. Verified and cleaned data from multiple sources for the immunology report to ensure accuracy. 3. Created graphical data representation and structured visual insights using scientific forms. 4. Reviewed forecasting trends, differentiated between historical data and projections for improved analysis. 5. Drafted and edited content flow for TRS report, including references and structured logic. 6. Coordinated with the team to ensure timely submission and clarity of final deliverables.
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Linking theory (Classroom learning) with practice at your organisation

1. **Healthcare Technology Trends:** Applied classroom concepts while exploring upcoming innovations in healthcare.
2. **Research Methodology:** Used academic research training to validate and clean data from various sources.
3. **Data Analysis & Visualization:** Utilized Excel and scientific presentation methods for visual reporting.
4. **Scientific Writing:** Improved written communication skills while drafting structured, reference-based reports.
5. **Strategic Forecasting:** Implemented learnings from market analysis and forecasting models to refine predictions.

Gaps identified on the working area

1. Lack of standardized flow in forecast-related documents.
2. Absence of templates for structured report writing.
3. Data verification consumes extra time due to unstructured raw inputs.
4. Limited access to clear reference materials for forecasting accuracy.

Suggestions for improvement

1. Develop predefined templates for reports and forecasts to save formatting time.
2. Create a checklist or SOP for data accuracy and reference validation.
3. Organize internal knowledge-sharing sessions for common tools and methods.
4. Introduce a documentation repository for emerging healthcare trends.
5. Build a central resource library for structured reference materials and past deliverables.

Plan for the next week

1. Continue working on immunology competitor research and forecast validation.
2. Finalize and submit refined TRS reports with clear formatting and reference flow.
3. Assist in creating a dashboard or summary format for healthcare technology tracking.
4. Coordinate with team for completion of Thermo Fisher-related strategic documents.
5. Explore innovation trends in MedTech and integrate relevant findings into reports.

Weekly Report 05

1. **Name of the Organisation: Healthark Insights (Ahmedabad)**
2. **Department of Summer Internship Program: Strategy and Consulting**
3. **Name of the Student: Archi Shukla**
4. Roll no: 0612
5. Stream: MBA Pharmaceutical Management- 16th Batch
6. Week no: 05
7. From: 09/ 06/ 2025 to 13/ 06/ 2025

Activity Done	1. Checked companies with FDA drugs and their presence in clinical trial phases. 2. Collected one year of data from clinicaltrials.gov for Phase 0–4 trials. 3. Collected data for GLP01 drug for the creation of a blog, PPT, and carousel post. 4. Identified and noted key therapy areas such as: • Cardiovascular • Endocrinology • Neurovascular • Chronic kidney disease • Polycystic ovary syndrome 5. Compiled 10 different client case studies for inclusion in the client proposal deck. 6. Studied sample deliverable formats (5 samples). 7. Built and compiled 20+ case studies categorized into: • Targeted strategic initiatives • Extended strategic engagements • Operational support initiatives
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Linking theory (Classroom learning) with practice at your organisation	1. Applied academic understanding of clinical trials (Phases 0–4) in real-world data collection and analysis. 2. Used knowledge of drug development and therapeutic segmentation to track therapy areas. 3. Practiced business communication and strategic structuring in designing PPTs and client decks. 4. Used concepts from market research and consulting modules while compiling case studies and strategic initiatives.
Gaps identified on the working area	1. Lack of centralized tracking system for therapy areas across companies. 2. Formatting inconsistencies noted in previous versions of the TFS deck.
Suggestions for improvement	1. Build an internal tracker for therapy area focus across all clients. 2. Establish a formatting checklist before finalizing decks for client sharing.

Plan for the next week	1. Create, finalize and polish the GLP 01 blog and carousel post. 2. Begin creation of a detailed client proposal deck based on strategic categorization. 3. Continue competitive mapping of companies involved in targeted therapy areas. 4. Ensure internal consistency and documentation for all case study formats.
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Weekly Report 06

- 1. Name of the Organisation: Healthark Insights (Ahmedabad)**
- 2. Department of Summer Internship Program: Strategy and Consulting**
- 3. Name of the Student: Archi Shukla**
4. Roll no: 0612
5. Stream: MBA Pharmaceutical Management- 16th Batch
6. Week no: 06
7. From: 16/ 06/ 2025 to 20/ 06/ 2025

Activity Done	1. Created an Excel sheet capturing various TFS segments and their respective areas of improvement. 2. Designed a PPT showcasing the key problem statements for TFS clients using the Excel insights. 3. Mapped capabilities and improvement areas of business units as per the client's requirement. 4. Drafted and structured an approach for new medication by mapping and comparing clinical trials and data. 5. Created 6 slides for ALPOL storylining; formatted and redesigned idea structure. 6. Read and extracted information to format rise documents. 7. Applied basic pharmacological concepts for data understanding. 8. Designed a new idea template for ALPOL and pharmaceutical companies by organizing data into structured boxes.
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Linking theory (Classroom learning) with practice at your organisation	1. Used strategic planning concepts and stakeholder mapping techniques learned during classroom sessions. 2. Applied knowledge of clinical trial phases and drug discovery processes in evaluating new product ideas. 3. Used pharmacology and therapeutic classification concepts while preparing structured data insights. 4. Incorporated Excel and PPT presentation skills for consulting documentation.
Gaps identified on the working area	1. Lack of standard templates for data representation across different teams. 2. Overlapping data inputs created confusion while analyzing clinical trials.
Suggestions for improvement	1. Develop standardized templates for rise decks and data structuring. 2. Introduce validation steps or checkpoints for raw data collection before analysis. 3. Conduct alignment meetings with clients to clarify feedback early in the process.
Plan for the next week	1. Finalize rise deck for GLP 01 and present it to the internal team for feedback. 2. Research market trends and future outlook for the new product segment. 3. Assist in development of therapeutic category insights for pharma clients. 4. Collaborate with the design team to visualize research output more effectively.

Weekly Report 07

- 1. Name of the Organisation: Healthark Insights (Ahmedabad)**
- 2. Department of Summer Internship Program: Strategy and Consulting**
- 3. Name of the Student: Archi Shukla**
4. Roll no: 0612
5. Stream: MBA Pharmaceutical Management- 16th Batch
6. Week no: 07
7. From: 23/ 06/ 2025 to 27/ 06/ 2025

Activity Done	1. Created carousel and blog content for ALP01 drug's upcoming indications. 2. Conducted secondary research to gather data on new drug indications from various pharmaceutical companies. 3. Worked on formatting, structure, and design of PowerPoint slides for client presentation decks. 4. Integrated company logos in decks for branding alignment. 5. Researched clinical trials and company involvement in ALP01 drug. 6. Developed a social media content deck for the same drug project. 7. Finalized and compiled the full presentation deck and prepared for Monday's review with insights.
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Linking theory (Classroom learning) with practice at your organisation	1. Applied concepts of pharmaceutical product lifecycle, clinical research, and market access learned in class to real-world industry analysis. 2. Utilized digital marketing and branding strategies for social media decks. 3. Practiced principles of effective scientific communication and data visualization. 4. Applied secondary research methodologies and information sourcing learned in marketing research modules.
Gaps identified on the working area	1. Limited access to some proprietary clinical databases restricted deeper insights. 2. Lack of uniformity in data formatting from different pharmaceutical sources created inconsistencies in presentation. 3. Branding guidelines were initially unclear which led to time spent on re-editing.
Suggestions for improvement	1. Access to paid pharma databases like ClinicalTrials.gov Pro or IQVIA could enhance data quality. 2. Establish a clear template/guideline for slide formatting and logo usage from the beginning. 3. Daily feedback sessions with supervisors can improve clarity and quality of outputs.
Plan for the next week	1. Present the finalized GLP01 deck to the project manager. 2. Explore potential competitors or similar drug launches for comparative insights.

Weekly Report 08

1. **Name of the Organisation: Healthark Insights (Ahmedabad)**
2. **Department of Summer Internship Program: Strategy and Consulting**
3. **Name of the Student: Archi Shukla**
4. Roll no: 0612
5. Stream: MBA Pharmaceutical Management- 16th Batch
6. Week no: 08
7. From: 30/ 06/ 2025 to 04/ 07/ 2025

Activity Done	1. Created carousel post for GLP01 under different indications like cardiovascular drug treatment. 2. Drafted structure and layout of post including: ● Page 01: Overview ● Page 02: Upcoming indications ● Page 03: Forecast market ● Page 04: Top companies ● Page 05: USFDA approved drugs and new drug introductions. 3. Studied the pharma chain of supply in the USA for CVS Health. 4. Explained which is the next upcoming indication for GLP 01
Linking theory (Classroom learning) with practice at your organisation	1. Applied pharma supply chain and cost-reduction concepts from operations management. 2. Used marketing research tools to analyze trends like: Key drivers, Forecast terms and Market share. 3. Practiced report formatting and post structuring learned during academic presentations.

Gaps identified on the working area	1. Lack of consistent use of standardized templates in reports. 2. Absence of centralized data from all departments (pharma, marketing, IT). 3. Minor gaps in graphical representation and formatting quality.
Suggestions for improvement	1. Develop a standard report/post structure format to be followed across projects. 2. Encourage integration of IT tools for better forecasting visuals and analytics. 3. Recommend a centralized database for quicker access to inter-departmental insights.
Plan for the next week	1. Focus on improving visual quality and alignment of post layout. 2. Complete one Dermatology structured reports for review and feedback. 3. Prepare draft presentation for the final report.

Weekly Report 09

1. **Name of the Organisation: Healthark Insights (Ahmedabad)**
2. **Department of Summer Internship Program: Strategy and Consulting**
3. **Name of the Student: Archi Shukla**
4. Roll no: 0612
5. Stream: MBA Pharmaceutical Management- 16th Batch
6. Week no: 09
7. From: 07/ 07/ 2025 to 11/ 07/ 2025

Activity Done	1. Broke down the immunology report for dermatology. 2. Classified the report into: ● Basics of dermatology ● Causes of breakdown ● Mechanism of action ● Analysis of market size ● Dermatology collaborations 3. Discussed purpose and treatment strategies for dermatological conditions. 4. Studied core therapy areas, FDA-approved drugs, and patient responses. 5. Mentioned prevalence and evidence of dermatology diseases in population. 6. Studied effectiveness of treatments in dermatology. 7. Drafted flowchart showing drug → treatment → therapy → patient response. 8. Wrote about drug effectiveness vs. drug resistance in chronic skin conditions like eczema and psoriasis.
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Linking theory (Classroom learning) with practice at your organisation	1. Applied knowledge of immunology, pharmacology, and therapeutic responses to real-time consulting data. 2. Used frameworks learned in class to assess patient response and treatment efficacy. 3. Linked understanding of FDA approvals and drug classifications with report structure.
Gaps identified on the working area	1. Lack of real-world data (RWE) integration in existing frameworks. 2. Insufficient clarity on resistance patterns in chronic dermatological cases.
Suggestions for improvement	1. Introduce more real-world evidence (RWE) in comparative drug effectiveness studies. 2. Use flowcharts or infographics to explain complex dermatological drug pathways. 3. Include resistance trends in the analysis section to better align with clinical outcomes.
Plan for the next week	1. Complete the dermatology report draft within timeline. 2. Revisit literature on patient resistance data to improve analysis. 3. Prepare insights summary for internal discussion or client use.

Weekly Report 10

1. **Name of the Organisation:** Healthark Insights (Ahmedabad)
2. **Department of Summer Internship Program:** Strategy and Consulting
3. **Name of the Student:** Archi Shukla
4. Roll no: 0612
5. Stream: MBA Pharmaceutical Management- 16th Batch
6. Week no: 10
7. From: 14/ 07/ 2025 to 18/ 07/ 2025

Activity Done	1. Categorized dermatological drugs into anti-inflammatory, anti-bacterial, biologics, hormonal. 2. Created a master drug classification table with brand names and market status. 3. Initiated the draft for an upcoming visual carousel. 4. Built a flowchart: symptom → diagnosis → drug → adherence → outcome. 5. Studied factors affecting therapy response (adherent vs non-adherent). 7. Studied the role of biologics in skin diseases like psoriasis, alopecia areata, hidradenitis. 8. Created a mini-comparison post: Biologics vs. Topical vs. Oral drugs when and why? 9. Analyzed the merging of dermatology with dermacosmetics. 10. Suggested different content formats like: explainers, top 5s, proofs, expert-backed, brand extensions.
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Linking theory (Classroom learning) with practice at your organisation	1. Applied drug classification frameworks from pharmacology lectures. 2. Used visual storytelling techniques taught in communication modules for content drafts. 3. Incorporated behavioural science concepts in studying patient adherence and product loyalty. 4. Leveraged classroom discussion on biologics to evaluate their positioning in real-world treatment pathways.
Gaps identified on the working area	1. Limited consumer awareness insights integrated into treatment content. 2. Fragmented drug data tables lacking visual appeal and marketing context. 3. Emotional triggers in patient behavior often underrepresented in brand strategies.
Suggestions for improvement	1. Develop patient-centric communication incorporating emotional motivators. 2. Integrate visual elements (infographics, carousels) to enhance understanding of drug pathways. 3. Encourage collaboration between strategy and creative teams for impactful storytelling.

Plan for the next week	1. Finalize visual carousel based on drug classification. 2. Explore dermacosmetic market segmentation using sales and consumer review data.
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Weekly Report 11

1. **Name of the Organisation: Healthark Insights (Ahmedabad)**
2. **Department of Summer Internship Program: Strategy and Consulting**
3. **Name of the Student: Archi Shukla**
4. Roll no: 0612
5. Stream: MBA Pharmaceutical Management- 16th Batch
6. Week no: 11
7. From: 21/ 07/ 2025 to 25/ 07/ 2025

Activity Done	1. Finalized and presented the visual carousel showcasing dermatological drug classification by category, mechanism, and market positioning. 2. Completed the patient education campaign draft focused on treatment adherence and emotional motivators for dermatology patients. 3. Created an infographic integrating the full drug-to-outcome pathway, including adherence patterns and product switches. 4. Conducted a deep-dive analysis into dermacosmetic segmentation using both quantitative (sales data) and qualitative (consumer reviews) sources. 5. Participated in the concluding feedback session with the team, where I shared my learnings and received insightful guidance for future projects. 6. Documented internship insights, takeaways, and strategy recommendations in a comprehensive final report for Healthark Insights.
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Linking theory (Classroom learning) with practice at your organisation	1. Synthesized classroom learnings in pharmacology and behavioral science into a structured patient-centric communication model. 2. Applied strategic thinking principles learned in MBA modules to define market gaps, build storytelling formats, and optimize treatment content. 3. Used data interpretation and visualization skills to communicate complex drug information in a clear, engaging format suited for diverse audiences.
Gaps identified on the working area	1. Still a limited integration of long-term patient behavior data into dermatology brand strategy. 2. Need for sustained feedback mechanisms from HCPs and patients to refine product messaging and improve education outcomes.
Suggestions for improvement	1. Build modular, multilingual education assets for dermatology patients to improve health literacy and brand trust. 2. Regularly update drug information dashboards with sales and clinical data trends to enable timely decision-making. 3. Encourage cross-functional innovation between medical, creative, and consumer teams for consistent, emotionally intelligent storytelling.

Plan for the next week	1. Conclusion of my internship at the organization- Healthark Insights 2. Prepare the poster presentation
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Compiled Report of 11 Weeks

Activity Done

Over ten weeks, my journey with Healthark Insights evolved from foundational consulting exposure to deep-dives into pharmaceutical strategy, clinical trials, and real-world treatment insights.

Starting with orientation, I gradually moved into real-time client assignments, drug research, and content development. Each week brought unique learning experiences from competitor benchmarking to exploring biologics, from clinical trial mapping to patient adherence analysis.

Key highlights include:

1. Attended consulting orientation, HR onboarding, and communication workshops.
2. Gained practical training in Excel, PowerPoint, and strategic documentation.
3. Conducted secondary research for clients like Thermo Fisher and GLP01 drug analysis.
4. Studied clinical trial phases (0–4) and compiled trial data from ClinicalTrials.gov.
5. Created strategic decks, blog posts, carousels, and competitive analysis reports.
6. Identified treatment indications across therapy areas including dermatology, cardiovascular, and endocrinology.
7. Designed visual content on drug adherence, market segmentation, and drug classifications.
8. Tracked FDA-approved drug lists and upcoming launches for strategic proposals.

Linking Theory (Classroom Learning) with Practice at the Organisation

Academic learning became the backbone of my field experience. Whether it was strategic models or pharmacology principles, theory consistently guided practical tasks.

1. Clinical Research & Drug Development

Applied understanding of clinical trial phases while mapping therapies in immunology and dermatology. Used trial outcomes to frame treatment positioning strategies.

2. Pharmacology & Therapeutics

Drug classification (biologics, topicals, oral, hormonal) helped me construct therapy pathways and treatment insights.

3. Strategic Management

Used strategic frameworks for competitor benchmarking, business expansion planning, and SWOT-style evaluations.

4. Communication & Visual Storytelling

Prepared visually engaging PPTs, carousels, and social media decks, applying structured communication formats and branding elements.

5. Healthcare Policy & Market Access

Analysed state-level healthcare incentives and regulatory trends affecting drug launch strategies.

6. Behavioural Sciences

Integrated emotional triggers and adherence insights to suggest patient-centered communication strategies.

Gaps Identified on the Working Area

Like any real-world experience, challenges helped me grow. While some were technical, others involved coordination and process optimization.

1. Over-reliance on non-standardized templates in early slide decks.
2. Initial difficulty with SmartArt usage, violating consulting formatting norms.
3. Inconsistent data formats from multiple sources made report finalization time-consuming.
4. Limited access to proprietary databases for deeper clinical and market research.
5. Absence of unified drug databases and formatting checklists.
6. Need for more behavioral and emotional insights in drug-related content.

Suggestions for Improvement

My observations translated into actionable improvements for process enhancement and content development:

1. Content & Format

- Create centralized template repositories for decks, blogs, and data tables.
- Build SOPs for formatting, referencing, and client submission.
- Research Access:
- Provide interns with partial access to pharma databases like IQVIA or ClinicalTrials Pro.
- Create internal trackers for therapy areas and company-wise trial updates.

2. Process & Planning

- Conduct regular knowledge-sharing sessions to align project teams.
- Integrate behavioral insights into drug reports and patient communication.

3. Design & Delivery

- Establish branding and formatting guidelines for social media content from the start.
- Promote collaboration between consulting and creative teams for storytelling.

4. Research Access

- Provide interns with partial access to pharma databases like IQVIA or ClinicalTrials Pro.
- Create internal trackers for therapy areas and company-wise trial updates.

Plan for the Next Week (Progressive Summaries)

Over the weeks, my weekly plans evolved into more advanced project responsibilities:

1. Supported client presentation decks through research and formatting.
2. Created structured content for dermatology reports and GLP01 campaigns.
3. Built patient-centric treatment flowcharts and drug mechanism visuals.
4. Initiated content for visual campaigns, including carousels and explainer formats.
5. Proposed strategic communication formats for patient education and brand extension ideas.
6. Planned segmentation analysis of the growing dermacosmetic industry.