

Adhokshaja Haritas
PM-16
0598

Organization Mentor : Saakshi Naimish Shah, Rajat Patel
University Mentor: Dr. Ashok Kumar Peepliwal



Healthark Insights

- › Founded in 2016 by seasoned consultants from top-tier strategy firms, bringing 100+ years of cumulative experience
- › Built a multidisciplinary team of experts across consulting, pharmaceuticals, medicine, medical devices, digital health, public health, and management

Vision

"Empowering critical decisions through deep domain expertise, rigorous research, and market-driven insights"

Mission

"Turning insights into action by partnering with clients to develop and execute impactful strategies"

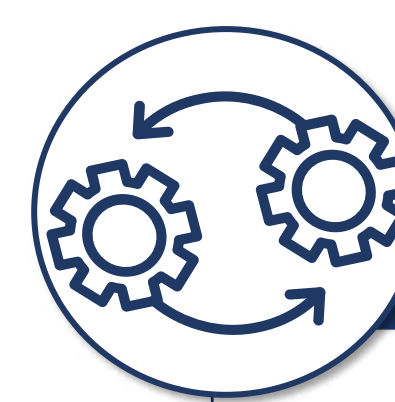


Organogram



Project Objective

- › To assess market perception of Keytruda and Opdivo among key stakeholders N=4 (industry experts and HCPs) in the KSA(Kingdom of Saudi Arabia), by evaluating preferences and challenges associated with field force deployment models for multi-indication drugs



Models

- › **Model 1:** Each representative covers multiple tumor types for a multi-indication drug
- › **Model 2:** Each representative covers a specific biomarker or indication across multiple tumor types

Model 1 : Tumor-Based Rep Structure

1

25%

HCPs said model 1 was the preferred choice

Pros	# HCP response	Cons	# HCP response
Easier coordination and follow-up	2	Limited depth in specific tumor areas	4
Consistent messaging across tumor types	1	Overloaded discussions	1
Time-efficient meetings	2	Risk of generic messaging	1
Stronger rapport with one representative	1	Difficulty in addressing complex or rare cases	1
Simplified scheduling and fewer disruptions	1	Missed opportunity for specialized insights	1

Model 2 : Cross-Tumor Indication Rep Structure

2

75%

HCPs said model 2 was the preferred choice

Pros	# HCP response	Cons	# HCP response
Focused, specialized discussions	3	Overlapping or redundant interactions	
Better support for complex patient cases		Mixed messaging across tumor types	
More personalized guidance	2	Logistical complexity in managing multiple contacts	1
Greater depth in indication-specific content	2	Time-consuming & fragmented engagement	2
Improved confidence in treatment decisions		Difficulty in maintaining consistent follow-up	2

"Majority of HCPs prefer Model 2, citing the value of strong, specialized knowledge which enables more structured and detailed discussions"



Learnings at Healthark

SWOT

Strengths

- › Expert-led boutique model
- › Proven client track record

Weakness

- › Low market visibility
- › Scaling constraints

Opportunities

- › Expansion into digital health
- › Thought leadership and IP creation

Threats

- › Intensifying talent competition
- › Pricing pressure

Practical vs Theory

Practical

- Assisting client engagement, data analysis
- Participating in client meetings
- Collaboration with senior consultants

Theory

- Learning methodologies, tools
- Attending workshops, training session
- Studying industry trends, market research

Challenges vs Learning

Challenges

- Low opportunity to face clients
- Analytical Depth with Executive-Level Dialogue
- Rapid Context Switching Across Domains

Learnings

- Skill development: diverse work environment
- Ability to draw actionable insights - primary data
- Multi-industry exposure & story-boarding

Suggestions

Pre-Meeting Research Briefs by Interns

1

Client Simulation Labs

2

'Insight-Nuggets' Micro-Contributions

3

Life at Healthark

