

“Increasing Incidence of Stroke Among Young Adults: Revealing Hypertension as the Hidden Crisis”

Internship Report Submitted to



The IIHMR University, Jaipur
Master of Business Administration (MBA)

By

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Roll: 1770

Stream: Health Management

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INTERNSHIP REPORT

My name is Dr. Nivedita Goyal, and I had the opportunity to work as a Associate Consultant Intern at the Orbees Business Consulting. This report outlines my experiences and key learnings during the internship period, highlighting the objectives, organization profile, services provided, key activities and projects undertaken apart from my dissertation.

Objectives of Internship:

The primary objective of my internship at Orbees Business Consulting are:

- To gain practical experience in the field of medtech consulting.
- To understand the dynamics of market penetration and expansion strategies for medical device companies.
- To contribute to ongoing projects and support strategic initiatives aimed at enhancing market reach and effectiveness for medtech firms.

Organizational Profile:

Orbees Business Consulting is a prominent US- based medtech consulting firm dedicated to providing strategic solutions to medical device companies. With a focus on market penetration and expansion strategies, Orbees assists medtech firms in navigating complex market landscapes, identifying growth opportunities, and implementing effective business strategies. The firm provides itself on its in-depth industry knowledge, innovative approach, and commitment to delivering actionable insights. Orbees provides consultation services to leading medical device companies such as Medtronic, Stryker, and Johnson & Johnson, with a clientele primarily based in the United States.

Services Provided by Organization:

Orbees Business Consulting offers a comprehensive range of services tailored to the needs of medtech companies, including:

- Market Research and Analysis: Conducting thorough market assessments to identify trends, opportunities, and competitive landscapes.
- Strategic Planning: Developing customized market penetration and expansion strategies to enhance of medical device companies.
- Regulatory Compliance: Assists clients in navigating regulatory requirements and ensuring compliance with industry standards.
- Product Launch Support: Providing end-to-end support for the successful launch of new medical devices, including market entry strategies and promotional activities.
- Business Development: Identifying potential opportunities, collaborations, and distribution channels to drive business growth.

Key activities/ Projects undertaken Other than Dissertation:

During my Internship, I had the opportunity to work on several key activities and projects apart from my dissertation including:

- Market Analysis for a New Medical device: Conducted a comprehensive market analysis for a new medical device, identify potential market segments, competitors and entry barriers.

- Regulatory Strategy Development: Assisted in developing regulatory strategies for clients to ensure compliance with regional and international standards.
- Competitive Benchmarking: Performed competitive benchmarking studies to evaluate the positioning clients' products against key competitors.
- Client Presentations: Prepared and delivered presentations to clients, summarizing research findings, strategic recommendations, and actionable insights.
- Project Management: Support project management activities, ensuring timely delivery of project milestones and effective communication with clients.

Key Learnings from my Internship:

The Internship at Orbees Business Consulting was a valuable learning experience that provided me with several key insights, including:

- Industry Knowledge: Gained a deep understanding of the medtech industry, including market dynamics, regulatory, and competitive landscapes.
- Analytical Skills: Enhanced my analytical skills through hands-on experience in market research, data analysis, and strategic planning.
- Client Interaction: Developed strong communication and presentation skills by interacting with clients and delivering strategic recommendations.
- Project Management: Learned effective project management techniques, including task prioritization, time management, and stakeholder coordination.
- Strategic Thinking: Improved my ability to think strategically and develop innovative solutions to complex business challenges.

Overall, my internship at Orbees Business Consulting was an enriching experience that equipped me with the practical skills and industry knowledge, laying a strong foundation for my future career in medtech consulting.