

INTERNSHIP AT
HEALTHARK INSIGHTS, AHMEDABAD



The IIHMR University, Jaipur

for the partial fulfillment for the award of the degree of

Master of Business Administration (MBA)

in

Hospital and Health Management

by

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Under the Supervision and Guidance of

Dr. Varsha Tanu

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INTERNSHIP REPORT

Submitted to: Dr Varsha Tanu

Submitted by: Sargam Peshin

Introduction

This report provides a comprehensive overview of my internship experience at Healthark Insights, a boutique consulting firm specializing in healthcare and life sciences. I had joined Healthark as a strategy consultant. My internship period spanned from March 18, 2025, to June 18, 2025. Throughout these three months, I was involved in various projects and activities that allowed me to gain valuable insights and practical experience in the consulting industry.

Objectives of Internship

The primary objectives of my internship at Healthark Insights were as follows:

1. To gain practical experience in the consulting industry, particularly in health and life sciences.
2. To develop a deep understanding of the healthcare and life sciences markets through rigorous secondary research and analysis.
3. To enhance my skills in strategy planning and data analytics.
4. To contribute to real-world projects and initiatives, thereby applying theoretical knowledge to practical scenarios.
5. To improve my professional communication and presentation skills by preparing and delivering detailed reports and presentations.
6. To understand the implementation of AI, business intelligence, and reporting in the healthcare sector.
7. To build a professional network within the consulting industry and gain insights from experienced consultants.

Organization Profile

Healthark Insights is a boutique consulting firm that creates value for healthcare and life sciences clients by enabling them to make informed business decisions through in-depth research and data-based insights. Established in 2016 by a team of seasoned consultants from top-tier strategy firms, Healthark Insights boasts a cumulative experience of over 100 years.

The firm has assembled a diverse team of experts from fields such as consulting, pharmaceuticals, medicine, medical devices, digital health, public health, and management. The core mission of Healthark Insights is to cater to the healthcare and life sciences industry with a relentless focus on delivering executable solutions. By combining deep domain knowledge, rigorous research and analysis, an understanding of markets and technology, and extensive experience, Healthark Insights not only provides valuable insights but also works closely with clients to implement the strategies they develop.

Services Provided by Healthark Insights

Healthark Insights offers a wide range of services to its clients, including:

1. Strategy and Research: Providing strategic advice and conducting in-depth research to support business decisions.
2. Digital Health: Implementing digital health solutions to improve patient care and operational efficiency.
3. Modelling and Forecasting: Developing predictive models and forecasts to aid in decision-making.
4. Real World Evidence and Medical Writing: Generating real-world evidence and providing professional medical writing services.
5. AI and Business Intelligence: Leveraging artificial intelligence and business intelligence tools to gain insights from data.
6. Reporting and Claims Analytics: Analysing claims data to identify trends and opportunities for improvement.

Key Activities/Projects Undertaken

During my internship at Healthark Insights, I was involved in several key activities and projects that provided me with hands-on experience in consulting:

- *Market Potential Analysis for AI-Enabled Cervical Cancer Screening*

I conducted a comprehensive study on the market potential of AI-based cervical cancer screening in India, focusing on Tier 1 cities. This involved extensive secondary research and primary data collection through interviews and surveys with gynecologists to understand their willingness to adopt AI technologies.

The research findings were compiled into a detailed report highlighting key market drivers, barriers to adoption, and factors influencing healthcare professionals' decision-making, including diagnostic accuracy, turnaround time, and cost-effectiveness.

- *Assessment of Adoption Willingness Among Gynecologists*

I designed and administered structured interviews and surveys targeting gynecologists with at least five years of experience across metropolitan cities such as Mumbai, Delhi-NCR, Pune and Ahmedabad. This provided valuable insights into the current cervical cancer screening practices and openness towards integrating AI-enabled screening solutions.

- *Strategic Recommendations for AI Screening Market Entry*

Based on the research, I contributed to formulating strategic recommendations for companies aiming to introduce AI cervical cancer screening technologies in India. These included market segmentation, pricing considerations, educational outreach for healthcare providers, and partnership models to enhance acceptance and scalability.

Key Learnings from Internship

1. Industry Knowledge: I gained a deeper understanding of the healthcare and life sciences industry, including the latest trends, challenges, and opportunities. This knowledge is invaluable for a career in consulting.
2. Collaboration and Teamwork: Working closely with experienced consultants and participating in team projects taught me the importance of collaboration and teamwork in achieving successful outcomes.
3. Adaptability and Problem-Solving: The dynamic nature of consulting projects required me to be adaptable and develop strong problem-solving skills. I learned how to quickly adapt to new information and changing project requirements.