

Internship at Healthark Insights

Internship Report Submitted to



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for the partial fulfilment 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

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Internship Report

Submitted to: Dr. VB Tripathi

Submitted by: Dr. Sakshi Tapadia

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:

1. **Lotus Cytology: Hologic Women's Health India Market Assessment** – I conducted a comprehensive study on market potential of AI-based cervical cancer screening in India. This involved extensive secondary research and primary data collection through interviews and surveys.
2. **Deloitte Strategy: Market analysis of Semiconductor Industry** – I carried out in-depth secondary research on the global semiconductor industry, focusing on

market drivers, competitive landscape, and emerging trends. Contributed to deck making, supporting client deliverables with clear insights with data backed research. I had prepared a detailed presentation on the various leading semiconductor companies for the deliverables under the guidance of senior consultants.

3. Currently I am involved in the ongoing process of writing a white paper on the “Rare diseases and Orphan drugs”, with a focus on conducting in-depth secondary research and deck making.

Key Learnings from Internship

My internship at Healthark Insights was a rich learning experience that provided me with several key insights and skills:

1. **Research and Analytical Skills:** I enhanced my ability to conduct thorough research and analyse complex information. The project - Hologic Women's Health India Market Assessment, in particular, honed my skills in gathering, synthesizing, and presenting data effectively. This knowledge is invaluable for a career in consulting.
2. **Industry Knowledge:** I gained a deeper understanding of the semiconductor industry, including the market drivers, advancements and latest trends.
3. **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.
4. **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.