The Economic Burden of Non-Communicable Diseases and Their Comorbidities: Analyzing Out-of-Pocket Expenditure and Its Implications

Dissertation Submitted to

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Master of Business Administration
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by
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Internship Organisation

Enira

Under the Supervision and Guidance of
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INTERNSHIP REPORT

Submitted to: - Dr. Anupam Mehrotra
Submitted by: - Vedanshi Sharma

Introduction

This report provides a comprehensive overview of my internship experience at *Enira Consulting Pvt. Ltd.*, where I worked as an Associate Intern in the Strategy and Advisory division. The internship was undertaken as part of the academic requirement of my MBA in Health Management program. The report highlights my learning journey, contributions, and insights into the strategic consulting domain within the healthcare sector.

Objectives of the Internship

1. To gain practical exposure in healthcare strategy consulting.
2. To understand how consulting frameworks are applied in real-world scenarios.
3. To assist in client engagements and contribute to strategic problem-solving.
4. To develop analytical, communication, and presentation skills through hands-on experience.
5. To bridge the gap between theoretical knowledge and industry practice.

Organization Profile – Enira Consulting Pvt. Ltd.

Enira Consulting is a boutique management consulting firm specializing in strategy and advisory services, primarily in the healthcare and life sciences domain. The firm partners with healthcare providers, investors, and ecosystem players to solve complex challenges related to growth, expansion, operations, and transformation. With a client-centric approach, Enira Consulting focuses on delivering high-impact solutions backed by rigorous data analysis, deep sectoral knowledge, and pragmatic execution roadmaps.

Key areas of focus:

- Healthcare strategy & market entry
- Business model transformation
- Due diligence and feasibility studies
- Operational excellence
- Digital health and innovation strategy

Services Provided by Enira Consulting

During the internship, I was able to observe and contribute to various consulting services offered by Enira, which include:

1. *Strategic Growth Advisory*: Designing strategic roadmaps, go-to-market strategies, and business scale-up models for healthcare clients across India and the Middle East.

2. *Feasibility and Business Planning*: Supporting clients with market assessments, competitor analysis, and financial modeling for new hospital or clinic setups.
3. *Mergers & Acquisitions Support*: Participating in commercial due diligence and business plan validation.
4. *Digital Health Enablement*: Assessing digital solutions and advising clients on digital strategy and innovation.
5. *Healthcare Operations Transformation*: Identifying inefficiencies and recommending process improvements to enhance patient experience and reduce operational costs.

Projects Undertaken at Enira

During my internship at Enira Consulting Pvt. Ltd., I had the opportunity to work on diverse projects spanning strategy, fundraising, diagnostics, and healthcare innovation. The following are some of the key projects I contributed to:

ICMR Grand Challenge Proposals – Multi-Client Engagement

I was involved in the end-to-end preparation and customization of research proposals for the Indian Council of Medical Research (ICMR) Grand Challenge scheme. These proposals were tailored to suit the strategic goals and competencies of five different healthcare startups and institutions.

Key focus areas included:

- Mental Health: Conceptualizing scalable intervention models using digital therapeutics.
- Digital Diagnostics: Structuring proposals around AI-enabled diagnostic tools for rural outreach.
- Non-Communicable Diseases (NCDs): Designing community-based models for early screening and lifestyle-based risk reduction.
- Strategic Customization: Each proposal was adapted to highlight the client’s unique strengths, technology, and implementation feasibility.

b. Lifeline Hospital Investor Deck – UAE Market

I supported the preparation of an investor pitch deck for *Lifeline Hospital*, a Dubai-based healthcare company seeking to raise funds for expansion.

Project Highlights:

- Developed a compelling narrative highlighting the hospital’s clinical strengths, patient base, and operational excellence.
- Conducted market analysis on healthcare demand and competition in Dubai and broader UAE regions.

- Assisted in financial model assumptions, scalability projections, and go-to-market positioning.

c. Product Review and Market Analysis – SigTuple Diagnostic Tool

I was responsible for the review and strategic evaluation of an AI-powered digital pathology solution by **SigTuple**, a Health tech company focused on automating laboratory diagnostics.

Objectives of the Study:

- Assess the diagnostic tool's market readiness and adoption potential in secondary and tertiary care labs.
- Benchmark product features and accuracy against traditional diagnostic methods and competing solutions.
- Recommend market entry and partnership strategies for scaling across India.

Key Learnings from Internship

1. **Exposure to Real-World Strategy Projects**: I gained first-hand experience in structuring and solving real-life client problems in healthcare, including hospital expansion planning, digital health product evaluation, and clinical capacity utilization.
2. **Analytical and Research Skills**: Strengthened my ability to analyze secondary data, identify market trends, and derive strategic insights from various data sources.
3. **Client-Centric Thinking**: Understood how to frame solutions based on client objectives, industry dynamics, and implementation feasibility.
4. **Presentation & Documentation**: Improved my ability to create crisp, compelling PowerPoint decks and strategic documentation aligned with consulting standards.
5. **Team Collaboration**: Learned to work collaboratively in a fast-paced team environment with consultants and senior partners, maintaining agility and ownership.