

Internship at
PharmaACE Innovations LLP, Pune

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MBA Hospital and Health Management

Academic Year, 2023-3025



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1. Introduction

As part of the academic requirement for the MBA in Hospital and Health Management at IIHMR University, Jaipur, I had the opportunity to complete my internship at **PharmaACE**, Pune. This internship experience served as a critical platform for transitioning from academic knowledge to professional application. The internship was designed to provide exposure to the functioning of a healthcare consulting firm and offer insights into the pharmaceutical industry, especially in the context of data analytics, forecasting, and strategy. Over the course of the internship, I was able to work under the guidance of experienced professionals, interact with multidisciplinary teams, and develop skills essential for a career in healthcare analytics and consulting.

2. Objectives of the Internship

The internship aimed to fulfill the following key objectives:

- **To understand the structure and operations of a pharmaceutical consulting firm:** This included organizational culture, client interaction, and internal processes.
- **To bridge the gap between theory and practice:** Applying classroom concepts in real-world scenarios, particularly related to healthcare markets, analytics, and pharmaceutical products.
- **To gain hands-on experience in healthcare data analysis:** Learning how to use data effectively for market research, forecasting, and reporting.
- **To develop proficiency in business tools such as Microsoft Excel and PowerPoint:** These tools are essential for creating models, dashboards, and client presentations.
- **To gain exposure to the US healthcare system:** Understanding the regulatory frameworks, reimbursement models, payer-provider dynamics, and drug approval pathways in the United States.
- **To contribute meaningfully to projects and assessments beyond dissertation work:** Participating in multiple internal and client-related tasks during the training period.

3. Organization Profile: PharmaACE, Pune

PharmaACE is a rapidly growing healthcare and pharmaceutical consulting firm with its headquarters in Pune, India. Established with the goal of transforming data into strategic insights, the organization serves numerous top-tier global pharmaceutical and biotech clients. It specializes in **advanced analytics, forecasting, market access, and strategic planning** within the healthcare domain.

The Pune office acts as the central hub for data analytics, client deliverables, and project management. PharmaACE combines clinical knowledge, data science, and technology to deliver actionable insights that help pharmaceutical companies make informed decisions. The organization values innovation, client-centricity, and evidence-based strategies, making it an excellent learning environment for aspiring healthcare professionals.

4. Services Provided by the Organization

PharmaACE delivers a broad spectrum of services catering to various stages of the pharmaceutical product lifecycle. These include:

- **Brand Analytics & Planning:** Providing data-backed strategies for product positioning and lifecycle management.
- **Forecasting & Market Assessment:** Development and validation of complex forecasting models to predict sales, demand, and market performance.
- **Competitive Intelligence (CI):** Tracking market trends, competitors, pipeline products, and therapy area dynamics to guide strategic decisions.
- **Commercial Strategy Development:** Supporting launch planning, pricing strategies, and stakeholder mapping.
- **Real World Evidence (RWE) and Health Economics Outcomes Research (HEOR):** Quantifying clinical, economic, and humanistic outcomes to inform value-based healthcare.
- **Dashboarding and Data Visualization:** Creating interactive visual tools using Power BI, Tableau, and Excel to help stakeholders interpret complex datasets.
- **Clinical Trial Analytics:** Analyzing clinical trial performance, adverse events, patient recruitment, and endpoints.

These services collectively aim to support clients across the spectrum of clinical development, regulatory strategy, and commercial execution.

5. Key Activities During Internship

During my internship at PharmaACE, I was engaged in a diverse range of training sessions, projects, and shadow assignments. Some of the key activities undertaken include:

- **Excel Training:**
The training focused on improving my proficiency in Microsoft Excel, which is essential for any analyst. I learned advanced functions such as VLOOKUP, INDEX-MATCH, pivot tables, conditional formatting, and data validation. These skills were applied in project datasets and internal assignments.
- **Microsoft PowerPoint Training:**
I was trained in creating professional and visually compelling presentation decks. This involved learning how to structure slides for client presentations, use storytelling techniques, and apply visual consistency and branding guidelines.
- **US Healthcare System Training:**
This training module covered the structure of the US healthcare system including Medicare, Medicaid, private insurers, regulatory bodies like the FDA and CMS, and the pathway for drug development and approval. Understanding this was crucial for engaging with US-based pharmaceutical projects.
- **Working on Market Assessments:**
I was involved in supporting several internal therapeutic area assessments. This included

synthesizing secondary data, understanding competitive landscapes, and summarizing treatment algorithms. It helped enhance my market research and critical thinking abilities.

- **Replicating a Forecasting Model:**

One of the more advanced tasks I undertook was to replicate a forecasting model for a therapeutic area. This task involved understanding model logic, aligning historical sales data, validating assumptions, and structuring output charts. It gave me first-hand exposure to how pharmaceutical companies predict demand and revenue.

- **Support in Secondary Research for Ongoing Projects:**

I assisted in gathering and organizing clinical trial information, product pipeline data, and epidemiology statistics. These were used to update internal databases and support client projects in various phases.

6. Key Learnings from Internship

The internship at PharmaACE was a highly enriching and eye-opening experience. Some of the major learnings and takeaways include:

- **Applied Understanding of Analytics:** Gained practical experience in applying Excel and PowerPoint skills to real healthcare data and business cases.
- **Insight into Pharmaceutical Forecasting:** Understood how forecasting is used in product planning, launch readiness, and strategic decision-making in pharma.
- **Clarity on US Healthcare Ecosystem:** Developed a functional knowledge of how the US system operates and how it impacts the pharmaceutical industry globally.
- **Exposure to Professional Environment:** Learned to work in a structured, deadline-driven setting while collaborating with team members across functions.
- **Attention to Detail and Data Integrity:** Understood the importance of precision in analysis, especially when dealing with sensitive health and commercial data.
- **Improved Communication and Presentation Skills:** Developed the ability to communicate findings effectively through presentations, decks, and verbal discussions.
- **Enhanced Research and Synthesis Capabilities:** Learned to consolidate large volumes of data into concise, actionable insights that are crucial in consulting.

This internship has helped me shape a more practical understanding of the healthcare industry, especially within the pharmaceutical and consulting domains. It has further strengthened my interest in healthcare analytics and prepared me for future roles that require a blend of analytical rigor, business acumen, and industry knowledge.