

# SUMMER INTERNSHIP PROGRAM

at

**Impeerical Consulting (Pvt) Ltd.**



From 12<sup>th</sup> May 2025 to 21<sup>st</sup> July 2025

A REPORT BY

**Dr. Awantika Das**

Master of Business Administration  
(Hospital and Health Management)

Roll no- 1919

2024-26

under the Mentorship of

**DR SUSMIT JAIN**

**Associate Professor**





# Impeerical Consulting (Pvt) Ltd.

CIN: U62099HR023PTC116760

Date: July 21, 2025,

## **TO WHOMSOEVER IT MAY CONCERN**

This is to certify that Dr. Awantika Das student of MBA-Hospital and Health Management from IIHMR University, Jaipur has completed her internship program in Impeerical Consulting (P) Ltd. from May 12, 2025 to July 21, 2025 with our entire satisfaction.

During her internship period she has completed all the assignments with complete dedication and best of her knowledge.

Wishing her a great success in her future endeavors.

For Impeerical Consulting (P) Ltd.,

A handwritten signature in blue ink, appearing to read 'Na Rout', written over the printed name.

Ms. Na Rout

Authorized Signatory



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## IIHMR University Faculty Mentor Approval

This is to certify that Dr Awantika Das of academic year 2024-26 of Institute of Health Management Research has prepared a poster with respect to his/her summer internship held during May-July 2025.

She has carried out work as per the guidelines. Her poster is approved for presentation.

Date: 25.07.2025

(Signature of Faculty Mentor)

A blue ink signature of Dr. Susmit Jain, written in a cursive style.

Name: **Dr. Susmit Jain**

Designation: Associate Professor,  
IIHMR University, Jaipur.



## **Weekly Reports (10 weeks)**

### **Week 1**

**Name of the Organization: Impeerical Consulting**

**Area/ Department/ Project of Summer Internship Program: Market Research**

**Name of the Student: Awantika Das**

**Roll no: 1919**

**Stream: MBA HM29**

**Week no: 1**

**From: 12/5/2025 to 17/5/2025**

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| <b>Activity Done</b> | <p><b>1. Orientation:</b></p> <ul style="list-style-type: none"><li>• Communicated with other members of the team and project leaders.</li><li>• Learned about the extent and requirements of work in progress.</li><li>• Learned the organization structure and the management consulting strategy of the company</li><li>• Gained the concept behind the tools and processes of conducting primary market research such as outreach approaches, documentation standards, ethics and compliance.</li></ul> <p><b>2. Project Regression:</b></p> <ul style="list-style-type: none"><li>• I participated in a sole market research study involving cardiac care in India once the patients have been released by the hospital.</li><li>• I also participated in primary research, where I used to contact clinicians and medical professionals to conduct in-depth interviews with them.</li><li>• I researched the performance and setting of remote cardiologic rehabilitation systems, such as Apollo Telehealth, Lyfe by Lupin, Credo by Kauvery, and Max Home and what they are known.</li><li>• I was also in charge of the logistics of scheduling interviews, coordination of everything, and consent as well as honorarium arrangements.</li></ul> |
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|                                                                               | <b>3. Project AI:</b> <ul style="list-style-type: none"> <li>• Conducted telephone interviews with doctors across various.</li> <li>• Specialisms and areas which they see to be related to AI in.</li> <li>• In practice. we report on the use of AI in diagnosis.</li> <li>• Treatment, or education. In terms of adoption and scepticism patterns.</li> <li>• Specialties like ophthalmology, cardiology, and oncology.</li> </ul>                                                                      |
| <b>Linking theory (Classroom learning) with practice at your organization</b> | <ul style="list-style-type: none"> <li>• Applied research methods and survey design principles I learned in health care management courses</li> <li>• Used frameworks of stakeholder and ethical primary data collection.</li> <li>• We looked at the application of health tech trends and AI Integration into classroom modules.</li> <li>• Improved communication skills in the interaction with clinicians from health communication sessions.</li> </ul>                                              |
| <b>Gaps identified on the working area.</b>                                   | <ul style="list-style-type: none"> <li>• Limited access to clinicians because of schedule conflicts or lack of awareness of the issue of project credibility. Also, we see some push back from participants on data sharing and issues related to the roll out of AI in health.</li> <li>• Differing levels of technology adoption by region, which also plays into the digital divide.</li> <li>• Challenging to put into numbers what is qualitative in nature due to unstructured responses.</li> </ul> |
| <b>Suggestions for improvement</b>                                            | <ul style="list-style-type: none"> <li>• A suitable platform that allows us to schedule appointments with specialists from different hospitals.</li> </ul>                                                                                                                                                                                                                                                                                                                                                 |
| <b>Plan for the next week</b>                                                 | <ul style="list-style-type: none"> <li>• Going in for field work</li> <li>• Doing RCPA (retail chemist prescription audit) in Bengaluru.</li> </ul>                                                                                                                                                                                                                                                                                                                                                        |

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|  | <ul style="list-style-type: none"> <li>• Waiting for the allocation of new Project.</li> </ul> |
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## Week 2

**Name of the Organization: Impeerical Consulting**

**Area/ Department/ Project of Summer Internship Program: Market Research**

**Name of the Student: Awantika Das**

**Roll no: 1919**

**Stream: MBA HM29**

**Week no: 2**

**From: 19/5/2025 to 23/5/2025**

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| <b>Activity Done</b> | <p><b>Project Altitude:</b></p> <ul style="list-style-type: none"> <li>• Focusing on Retail Chemist Prescription Audit (RCPA). (Bengaluru).</li> <li>• I took part in RCPA visits to various pharmacies and healthcare centers in Bangalore for Project Altitude.</li> <li>• Gathered information on a physician's ordering patterns, noted supply of medicines, branded generics, substitutive drugs and their influence on sales in specific and relevant therapeutic areas.</li> <li>• Participated in field exercises and encountered real problems in retail pharmaceuticals.</li> <li>• Structured and stored information in a way that simplifies market analysis.</li> </ul> <p><b>Remidio Workshop:</b></p> <ul style="list-style-type: none"> <li>• I took part in a Strategic Planning Workshop. It was a meeting with the Sales members and Leadership Team of Remidio which is a company that develops ophthalmic diagnostics (for instance Fundus on Phone camera).</li> <li>• I worked with team members to analyze where the client regarding positioning, distribution and new products.</li> <li>• In terms of our meetings which we had on issues of identifying new customers and growing out of the large cities.</li> <li>• The report prepared for the meeting, and we</li> </ul> |
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|                                                                               | <p>noted down key tasks that will form the basis of Remidio's growth plan going forward.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Linking theory (Classroom learning) with practice at your organization</b> | <ul style="list-style-type: none"> <li>• Used concepts from Marketing Management and Strategic Management during meetings with clients and while working in the field.</li> <li>• Explained the process of product life cycle (PLC) and how Remidio hopes to build its ophthalmic offerings in a focused yet developing section.</li> <li>• Relied on Healthcare Supply Chain Management background to understand the difficulties in distributing and obtaining products during RCPA.</li> <li>• Gained the practice of strong communication and constant day-by-day observation methods in Health Operations Research training.</li> </ul>                       |
| <b>Gaps identified on the working area.</b>                                   | <ul style="list-style-type: none"> <li>• Since pharmacies lacked sufficient digital resources, it was hard to correctly track the prescription trends.</li> <li>• They concerned themselves with giving some people in the chemical industry outsells or brand replacement data since they feared other players can use it to rival.</li> <li>• Clients (as an example, Remidio) face difficulties understanding what the needs of doctors and medical staff in non-metro markets require the staff to consume some products.</li> <li>• There are not many standardized methods of determining whether the market is prepared to accept something new.</li> </ul> |
| <b>Suggestions for improvement</b>                                            | <ul style="list-style-type: none"> <li>• With a pre-RCPA digital survey, it is possible to collect important facts with ease and to reduce the number of things one needs to remember when providing information job site friction.</li> <li>• Write site-based training programs or checklists that would allow employees to make ensure they do their jobs to be quite regular, and formal audits do not breach regulations.</li> <li>• To facilitate strategic workshops, you may employ real-time market dashboards to support</li> </ul>                                                                                                                      |

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|                               | <p>the discussion with information.</p> <ul style="list-style-type: none"> <li>Assemble business cases of firms within the ophthalmic industry that Remidio and other clients may utilize on the ground of benchmarking.</li> </ul> |
| <b>Plan for the next week</b> | <ul style="list-style-type: none"> <li>1. Going in for field work. (Chennai)</li> <li>Waiting for the allocation of new Project.</li> </ul>                                                                                         |

### **Week 3**

**Name of the Organization: Impeerial Consulting**

**Area/ Department/ Project of Summer Internship Program: Market Research**

**Name of the Student: Awantika Das**

**Roll no: 1919**

**Stream: MBA HM29**

**Week no: 3**

**From: 26/5/2025 to 31/5/2025**

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| <b>Activity Done</b> | <p><b>1- Retail Chemist Prescription Audit (RCPA)</b></p> <ul style="list-style-type: none"> <li>Conducted RCPA activities in different pharmacies in Chennai recording information of prescription and product movements under Project Altitude.</li> </ul> <p><b>2- Secondary Data Collection – Radiation Oncology (Project AI)</b></p> <ul style="list-style-type: none"> <li>Did further research to know the extent of doctors of radiation oncology have already managed to adjust in India new techniques and technologies.</li> <li>Literate on significant domains throughout which AI can make a</li> <li>radiotherapy planning, imaging and difference in teaching patients.</li> <li>Analyzed the shifts occurring throughout the world determined whether they apply to the</li> </ul> |
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|                                                                               | Indian healthcare.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Linking theory (Classroom learning) with practice at your organization</b> | <ul style="list-style-type: none"> <li>• With help this week, I was able to transfer several academic learnings into practice. Health Operations Research architecture particularly regarding sampling and data recording, proved to be useful in RCPA design and implementation.</li> <li>• The theory I learnt about healthcare marketing allowed me to gain more awareness of life at chemist level in terms of brand dynamics. What was more, the secondary research methods, which I was introduced to in the classroom, assisted me to organize and confirm the information on oncology, evaluate the credibility of sources, and critically analyze it.</li> <li>• Human interaction component of RCPA was also based on the health communication approaches that we use as roleplays and simulations in our course works.</li> </ul> |
| <b>Gaps identified on the working area.</b>                                   | <ul style="list-style-type: none"> <li>• This week a few on-ground challenges came into light. Many chemists in Chennai did not allow the release of fine-grained data of each brand of prescriptions due to confidentiality issues. During certain interactions, language barriers also acted as a setback towards the creation of rapport.</li> <li>• On the secondary research side, though global radiation oncology data was to be had more easily, city level/India specific granular data was not to be had easily, i.e. there was no way to ascertain accurately about the patterns or penetration of equipment.</li> </ul>                                                                                                                                                                                                          |

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| <b>Suggestions for improvement</b> | <ul style="list-style-type: none"> <li>• To establish stronger interaction when doing RCPA, I would suggest coming up with a script of local language support or enlisting the help of local field guides who would speak fluently and establish faster trust. A concise description of the purpose of the project might also make chemists confident in data usage.</li> <li>• In secondary research, it is possible to cut the efforts by developing a carefully formed internal base of verified sources of oncology or by cooperating with specialized institutions. Relevance and time will also be reduced by including filters related to geography, specialty, and modality at the early stages of data collection.</li> </ul> |
| <b>Plan for the next week</b>      | <ul style="list-style-type: none"> <li>• During the next week, I would interpret and descriptively summarize the RCPA results in Chennai and co-relate it with the already extracted Bangalore data. This will assist in determining the regional differences in brand preference and prescribing behavior.</li> <li>• At the same time, I am going to keep growing the oncology dataset by performing more specific research and creating summaries focused on potential-high centers and adoption patterns of current technology. It will serve the basis of future projects related to oncology.</li> </ul>                                                                                                                         |

### **Week 4**

**Name of the Organization: Impeerical Consulting**

**Area/ Department/ Project of Summer Internship Program: Market Research**

**Name of the Student: Awantika Das**

**Roll no: 1919**

**Stream: MBA HM29**

**Week no: 4**

**From: 2/6/2025 to 10/6/2025**

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| <p><b>Activity Done</b></p> | <ul style="list-style-type: none"> <li>• Week 4 was a change because the fieldwork was completely over, and backend research and project leadership came in force. The first project of the week allowed me to work on data cleaning and dashboarding of Project Altitude with the help of Excel Pivot Tables. The aim was to organize the information gathered by the RCPA activities in various cities and get the explanation on the prescribing tendencies, brand liking, and market coverage.</li> <li>• In conjunction with this, I was instrumental in Project Radio, where I was involved in learning how diagnostic imaging and pathology centers should operate commercially. I was in a unique position of overseeing organizing interviews and communicating with the heavy headed of the diagnostic laboratories and diagnostic experts of Bangalore, Mumbai and Hyderabad through telephonic means. These interviews were offered with the help of an extended questionnaire that included such aspects as the stream of revenue, scan volumes, types of equipment, net-referral, and pricing policies.</li> <li>• I also got in contact with the referring clinicians like cardiologists, neurologists, and orthopedics and got their side of how they went about the recommendation of advanced imaging procedures such as MRI and CT scans. I also started to evaluate the possibility of micro-markets of imaging services by tracing demand, competition and referring patterns.</li> <li>• Lastly, I worked on Project Reactivate where I assisted in the scheduling and conducting interviews with the patients and prepared and designed strong structured transcripts to be used in qualitative analysis.</li> </ul> |
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| <b>Linking theory (Classroom learning) with practice at your organization</b> | <ul style="list-style-type: none"> <li>• The week was an implementation of some important ideas in the classroom. Our quantitative techniques and data management course were very illustrative of the work performed since they have been actively used to create data visualization and dashboarding techniques in Excel.</li> <li>• The health systems mapping and supply chain strategy experiences I got contributed to my ability to realize the role played by the imaging centers as points of service and referrals. The interviewing of specialists necessitated a great deal of training in research methods and related to how we are trained to conduct a qualitative research interview by directing the discussion through open-ended interview questions and recording the interview.</li> <li>• Moreover, the experience of being a project manager when doing all of that remotely allowed me to implement the principles of Strategic Management and Healthcare Operations in practice.</li> </ul> |
| <b>Gaps identified on the working area.</b>                                   | <ul style="list-style-type: none"> <li>• Several bottlenecks were experienced in the operations this week. To begin with, interview scheduling process with the owners of the laboratories and with clinicians was time-consuming because they had too busy schedules and sometimes had to reschedule.</li> <li>• Second, there was a matter of data variability centers reported scan volume, selling prices and equipment dimensions in distinctive forms, thus making items less standardized to input throughout analysis. Finally, when interviewing patients as part of Project Reactivate, it was noticed that more lines of inconsistent scripting and no pre-designated tags related to qualitative responses resulted in a more difficult task of extracting meaningful information in a short period of time.</li> </ul>                                                                                                                                                                                   |

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| <b>Suggestions for improvement</b> | <ul style="list-style-type: none"> <li>• To enhance the scheduling, I would suggest using calendars as a method of booking and automated reminders to ensure that the booking has taken place. To gather data we can collect data through templates that have drop-downs and standardization of units so that there will be minimal inconsistencies.</li> <li>• Speaking of interviews, creating the script with the branches of logic (namely, patients, and referring doctors) would make the data richer and eliminate cognitive fatigue. Pre-coding qualitative codes: It will also accelerate post-interview analysis and thematic clustering by selecting the appropriateness of the qualitative coding tags.</li> </ul> |
| <b>Plan for the next week</b>      | <ul style="list-style-type: none"> <li>• Complete the "Radiation" research phase and deliver the results to the project manager.</li> <li>• Establish the goals, deliverables, and schedule for the brand-new "Reactive" project</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |

### **Week 5**

**Name of the Organization: Impeerical Consulting**

**Area/ Department/ Project of Summer Internship Program: Market Research**

**Name of the Student: Awantika Das**

**Roll no: 1919**

**Stream: MBA HM29**

**Week no: 5**

**From: 9/6/2025 to 13/6/2025**

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| <b>Activity Done</b>                                                          | <ul style="list-style-type: none"> <li>• Study week 5 was the turning point toward the analytical and presentation-oriented part of my internship. My first project involved working on Project Swift whereby we were involved in charting the territory of Continuing Medical Education (CME) programs in cardiologists, diabetologists, and general physicians in India. Working on it included carrying out data entry and format data on insights relating to different types of pharmaceutical companies that provide CMEs, the mode at which they provide it (internet-connected/ non-internet-connected), how frequent and what are the levels of doctor engagements like.</li> <li>• In the middle of the week, I assumed the role of cleaning and tidying the Swift dataset to achieve consistency in the names of companies where the events occurred, event type and form of responses. Such purified reflection was subsequently ready to be presented to a client, with which I was involved in the summary slides preparation and a discussion regarding the strategic recommendations.</li> <li>• In addition to this, I was still able to help on the radiation oncology initiative by building up our secondary research foundation- creating articles, hospital databases, treatment volumes and technology in each region.</li> </ul> |
| <b>Linking theory (Classroom learning) with practice at your organization</b> | <ul style="list-style-type: none"> <li>• Data cleaning and preparing the presentation provided me with an opportunity to apply the concepts of Business Analytics and Data Visualization. The participation in the discussions with clients revealed my competency in terms of professional communication skills and consulting frameworks trained in Strategic Management sessions. When it comes to the second area of the research (secondary research), the methods of the</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |

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|                                             | Health Operations Research came to my mind once more, especially environmental scanning and literature sourcing.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Gaps identified on the working area.</b> | <ul style="list-style-type: none"> <li>• There were a couple of challenges we encountered when undertaking CME mapping exercise. First, records in the original dataset were incomplete and/or inconsistent, so it was challenging to keep track of the patterns; the names of pharma companies appeared differently, and even the types of the events were entered differently.</li> <li>• Second, CME formats were not clearly categorized, some of them interlocked education material with promotion of products, and some were simply scholastic, and this brought some confusion when grouping them. Also, the search for current and provable information to conduct secondary research in oncology remained slow.</li> </ul>                       |
| <b>Suggestions for improvement</b>          | <ul style="list-style-type: none"> <li>• As a best practice to optimize a dataset like Swift, I recommend using controlled vocabularies and auto-suggestions when compiling the first information in the data to have uniformity in naming and data formats. Having data validation rules or use of drop-down selection in excel would save a lot of work done after cleaning up.</li> <li>• As a measure of better reporting of CME formats, it would be good to devise a simple coding system (academic, promotional, hybrid) to facilitate reporting. On the research side (oncology), it should be possible to create a shared resource center and pre-defined tags with verified resources to increase the speed of research and accuracy.</li> </ul> |
| <b>Plan for the next week</b>               | <ul style="list-style-type: none"> <li>• Write a summary of the preliminary findings.</li> <li>• Arrange and store all research data.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |

## Week 6

**Name of the Organization: Impeerial Consulting**

**Area/ Department/ Project of Summer Internship Program: Market Research**

**Name of the Student: Awantika Das**

**Roll no: 1919**

**Stream: MBA HM29**

**Week no: 6**

**From: 16/6/2025 to 21/6/2025**

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| <b>Activity Done</b>                                                          | <ul style="list-style-type: none"><li>• The week 6 made my thought process active, since I have been tasked with this targeted brand profiling task in Urimax-D, which is the most important urology product of Cipla. I had to do primary and secondary research to be able to draw a map of the brand on the market, the competitive environment, and prescriber behavior.</li><li>• I researched the scope of Cipla in the benign prostatic hyperplasia (BPH) treatment segment and compared Urimax-D with other substitutes in terms of brand recall, prices, and prescription preference. The research was based on the analysis of the tendency of prescription, analyzing the availability of a product in drugstores and interviews with some prescription enthusiasts and chemists</li><li>• The whole answers were gathered into a properly organized PowerPoint presentation with SWOT analysis, market strategy, brand perception, and recommendations that would help to increase engagement. I was also involved with the discussion of the turnaround and filtering of the storyline that may be presented internally.</li></ul> |
| <b>Linking theory (Classroom learning) with practice at your organization</b> | <ul style="list-style-type: none"><li>• Marketing and Brand Management were two subjects in which this brand-profiling project was a test case of learning. Some concepts such as 4Ps, Product Life Cycle and Perceptual Mapping, were revisited as I wrote the Urimax-</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |

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|                                             | <p>D analysis.</p> <ul style="list-style-type: none"> <li>• The competitor analysis and market gap frames that I developed through my Strategic Management training helped me develop my understanding of competitor comparison and market gap as well in my process of synthesis. Also, methods of secondary research learned in our Research Methodology course aided me in finding valid, country-specific data.</li> <li>• In my presentation skills, this week was also beneficial, based on the practice in the classroom on visual storytelling and slide design.</li> </ul>                                                  |
| <b>Gaps identified on the working area.</b> | <ul style="list-style-type: none"> <li>• Limited availability of detailed market insights, such as granular data.</li> <li>• Limited or unofficial stakeholder feedback loop.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Suggestions for improvement</b>          | <ul style="list-style-type: none"> <li>• I recommend the creation of an internal brand intelligence tracker, in which past brand research data can be arranged by molecules, therapy area and market. This would enable it to do cross-reference and benchmark faster.</li> <li>• Short, pre-approved scripts or anonymous surveys would help to ease the fear of providing brand feedback, which otherwise is more likely to disengage a prescriber. In case of limitations to sales data, proxy measures such as estimation of stock rotation or prescription frequency may be used to introduce depth to the analysis.</li> </ul> |
| <b>Plan for the next week</b>               | <ul style="list-style-type: none"> <li>• Get opinions on how the brand profile was presented.</li> <li>• Modify the presentation in light of the comments</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |

## Week 7

**Name of the Organization: Impeerial Consulting**

**Area/ Department/ Project of Summer Internship Program: Market Research**

**Name of the Student: Awantika Das**

**Roll no: 1919**

**Stream: MBA HM29**

**Week no: 7**

**From: 23/6/2025 to 27/6/2025**

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| <b>Activity Done</b>                                                          | <ul style="list-style-type: none"><li>• Week 7 re-immersed me in field-based research that necessitated me to carry out Retail Chemist Prescription Audit (RCPA) in the cities of Madurai and Coimbatore in Project Altitude. It was aimed to see the real time prescription behavior, brand substitution trend and market coverage in the Tier 2 cities- which helps in building on the data already collected in metros cities.</li><li>• The assignment was to visit various chemists, make recordings of prescriptions and capture physician preferences in the major areas of therapy. Availability gaps, the rate of brand substitution, and pricing structures were also observed in great detail and recorded to be used in future comparative analysis.</li></ul> |
| <b>Linking theory (Classroom learning) with practice at your organisation</b> | <ul style="list-style-type: none"><li>• The work in the field this week reminded me about the material in our Healthcare Marketing and Operations Research classes. The concept of realizing the influence of prescribers and chemist stocking was greatly embedded in our channel dynamic and stakeholder behavior discussions.</li><li>• Also, RCPA process demonstrated classroom activities in data sampling and standardized observation methods, which enabled me to perform the task in a more accurate and systematic way. The experiences related to interactions with pharmacists were also related to the lessons of Healthcare Communication</li></ul>                                                                                                         |

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|                                             | where the way and tone help share the information.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Gaps identified on the working area.</b> | <ul style="list-style-type: none"> <li>• The biggest hurdle faced this week included the initial opposition of the local chemists particularly in the small pockets where brand loyalty was great and exclusivity of network appears high. Others, being chemists, were shy of providing full information, under distributor non-disclosure, or not understanding our mission.</li> <li>• The second loophole was the fact that the name of drugs was not recorded in the same manner across chemists and this subsequently rendered data consolidation slightly complicated. Moreover, efficiency of on-ground recording was influenced by matters affecting the environment, such as high humidity and noise.</li> </ul>     |
| <b>Suggestions for improvement</b>          | <ul style="list-style-type: none"> <li>• To enhance collaboration, I suggest creating a standard project introduction card or flyer, which will clear up the purpose of our research and the confidentiality policy according to which we will work. It would also raise quicker levels of trust when in regional languages.</li> <li>• As to the technical dimension, there is an opportunity to enhance the consistency in brand names and units with the help of mobile-based data capture applications featuring the integrated drug databases. In the case of logistics, RCPA route planning during the cooler times of the day or in shade may allow physical load reduction and enhance quality interaction.</li> </ul> |
| <b>Plan for the next week</b>               | <ul style="list-style-type: none"> <li>• <b>Get Input:</b> Ask pertinent internal stakeholders for thorough input on the brand profile presentation.</li> <li>• <b>Updates and Revisions:</b> Take into account all of the input you've received to make the brand profile presentation better.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                     |

## Week 8

**Name of the Organization:** Impeerical Consulting

**Area/ Department/ Project of Summer Internship Program:** Market Research

**Name of the Student:** Awantika Das

**Roll no:** 1919

**Stream:** MBA HM29

**Week no:** 8

**From:** 30/6/2025 to 5/7/2025

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| Activity Done | <ul style="list-style-type: none"><li>• Week 8 was vibrant in terms of my internship process since I focused on various project verticals. I started with the week of RCPA in Bengaluru once again, but the focus was on another new group of healthcare professionals (HCPs) to enlarge the amount of data on Project Altitude. This enabled us to adopt new prescription patterns and acquire knowledge of how brand preferences were changed in an already competitive urban market.</li><li>• Simultaneously, I became a part of the work in Project Arohan, whose aim was the realization of pharma procurement behavior in hospitals. My task was to prepare and launch surveys of the hospital level that would help to determine decision-makers, channels of procurement as well as priorities and the type of support hospitals would want to receive when it comes to their pharmaceutical needs.</li><li>• In the second half of the week, I worked toward Project Rising based on the current attempt to accumulate institutional metrics, such as bed strength, the level of infrastructure, the form of ownership, and the distribution of specialties in the attempt to compile an overall hospital intelligence system.</li></ul> |
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| <b>Linking theory (Classroom learning) with practice at your organization</b> | <ul style="list-style-type: none"> <li>• <b>Applied Market Research:</b> Directly applied what was learned in class about primary and secondary research techniques to gather data.</li> <li>• <b>Employed Data Analysis:</b> Theoretical frameworks were used to analyze sizable datasets, such as financial trends and market share.</li> </ul>                  |
| <b>Gaps identified on the working area.</b>                                   | <ul style="list-style-type: none"> <li>• <b>Data Validation:</b> It can be difficult to guarantee the complete accuracy and consistency of primary data, particularly sensitive financial data.</li> <li>• <b>Standardized Protocols:</b> To improve consistency across data, more sophisticated, standardized primary research protocols are required.</li> </ul> |
| <b>Suggestions for improvement</b>                                            | <ul style="list-style-type: none"> <li>• Put in place thorough data validation procedures for primary data.</li> <li>• Create thorough research playbooks to ensure reliable data gathering.</li> </ul>                                                                                                                                                            |
| <b>Plan for the next week</b>                                                 | <ul style="list-style-type: none"> <li>• Clean &amp; arrange all of the primary data that was gathered for the two projects.</li> <li>• To find trends, start with preliminary data analysis.</li> </ul>                                                                                                                                                           |

## Week 9

**Name of the Organization: Impeerical Consulting**

**Area/ Department/ Project of Summer Internship Program: Market Research**

**Name of the Student: Awantika Das**

**Roll no: 1919**

**Stream: MBA HM29**

**Week no: 9**

**From: 7/6/2025 to 11/7/2025**

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| <b>Activity Done</b> | <ul style="list-style-type: none"> <li>• This week, I participated proactively in Project Solis, their qualitative research initiative, whose purpose was to learn postnatal and pediatric care experiences. My major contribution entailed making telephonic interviews with patients and</li> </ul> |
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|                                                                               | <p>doctors in three mega cities, including Jaipur, Mumbai and Pune. The main target institution was Surya Hospital, whereas the non-target institutions were concerned with mother and child hospitals based in the same regions.</p> <ul style="list-style-type: none"> <li>• I collected the information related to several themes on quality of care, aspects considered when deciding which hospital to go, how satisfied with clinical staff, discharge education, and continuity care arrangements after delivery using a pre-designed questionnaire. The responses were transcribed and organized by me, and all the interviews were consented to. This was one of the most thoughtful as well as humane papers in terms of experience in interviewing patients as they touched upon the most human side of health care delivery.</li> </ul> |
| <b>Linking theory (Classroom learning) with practice at your organization</b> | <ul style="list-style-type: none"> <li>• <b>Applied Research Methodologies:</b> For both projects, I directly used the qualitative primary research techniques (interviews, design) that I had learned in class.</li> <li>• <b>Data Quality &amp; Management:</b> During Project Pulse's quality check, the classroom knowledge of data integrity and validation was applied.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Gaps identified on the working area.</b>                                   | <ul style="list-style-type: none"> <li>• Major difficulties could be spotted with regards to reaching and scheduling patients to the interviews, particularly in the postpartum, when it is understandable that the interviews could be scheduled with limited availability. Time limits were also some of the issues that some doctors had, resulting in incomplete dialogues.</li> <li>• The specificity of the questionnaire did not imply an adaptive flow so that it contained some repetitions or questions being minor depending on the background of the respondent (e.g., in the case of doctors and in the case of patients). Finally,</li> </ul>                                                                                                                                                                                         |

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|                                    | a challenge was to ensure verbatim accuracy in the fast-paced interviews conducted on telephone because the responses were delicate or emotive.                                                                                                                                                                                                                                     |
| <b>Suggestions for improvement</b> | <ul style="list-style-type: none"> <li>• <b>Create thorough interview guides:</b> For consistent data collection, create thorough guides with insightful questions and response classification.</li> <li>• <b>Use Digital Data Capture with Validation:</b> Look into digital survey instruments that enable real-time data validation while the data is being gathered.</li> </ul> |
| <b>Plan for the next week</b>      | <ul style="list-style-type: none"> <li>• <b>Transcribe &amp; Arrange Solis Interviews:</b> Finish transcribing Project Solis interviews and arrange information for examination.</li> <li>• <b>Start the Pulse &amp; Solis initial data analysis:</b> To find early trends, begin a preliminary analysis of patient preference and doctor referral data.</li> </ul>                 |

### Week 10

**Name of the Organization:** Impeerical Consulting

**Area/ Department/ Project of Summer Internship Program:** Market Research

**Name of the Student:** Awantika Das

**Roll no:** 1919

**Stream:** MBA HM29

**Week no:** 10

**From:** 14/6/2025 to 19/7/2025

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| <b>Activity Done</b> | <ul style="list-style-type: none"> <li>• In this week, I took part actively in Project Endom, during which I tried structurally interviewing different specialists, among them oncologists and gynecologic oncologists using telephones. The aim was to have a grasp of the treatment scenario of Endometrial Cancer (EC) in various hospital environments.</li> </ul> |
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|                                                                               | <ul style="list-style-type: none"> <li>• The interviews were informed by an informative questionnaire that covered several domains- starting from the yearly number of patients (both new and follow-up) and their distribution by stage, through immunotherapy application, MSI/MMR testing considerations, right to the prescription of GLP-1 agonists used in an oncological context.</li> <li>• Both quantitative and qualitative information obtained during each discussion had to be logged with great accuracy and all the data were stored in the convenient database Project Endom. I also provided all the ethical requirements of the project, obtaining patient consent and distributing honoraria payments based on the project standards.</li> </ul> |
| <b>Linking theory (Classroom learning) with practice at your organization</b> | <ul style="list-style-type: none"> <li>• <b>Market research methodologies:</b> To gather doctor data and promotional insights, primary research techniques taught in the classroom were used, such as interview design and execution.</li> <li>• <b>Stakeholder Management:</b> Practiced the communication and coordination skills required to interview key opinion leaders (oncologists) face-to-face.</li> </ul>                                                                                                                                                                                                                                                                                                                                                |
| <b>Gaps identified on the working area.</b>                                   | <ul style="list-style-type: none"> <li>• There were several operational and process level gaps that were realized in the process of doing this work. The difficulty was the high workload of specialists with limited time to speak to survey participants; many sub-specialties were poorly represented because of interviews with gynecologic oncologists, one of the most demanded specialists.</li> <li>• There was a problem with the complexity of the questionnaire as well. Other parts particularly those relating to MSI/MMR metrics were too</li> </ul>                                                                                                                                                                                                  |

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|                                    | <p>technical to the extent that doctors displayed signs of tiredness, in some cases they missed sections.</p> <ul style="list-style-type: none"> <li>Besides, data consistency was an issue as doctors employed different understandings of such terms as IO-recommended and IO-treated, which caused inconsistencies during codification. Lastly, manual date time processing predisposed the possibility of error in transcriptions and real-time data monitoring was not easy.</li> </ul> |
| <b>Suggestions for improvement</b> | <ul style="list-style-type: none"> <li><b>Use a Centralized Scheduling Tool:</b> It is advised to use a shared digital calendar or scheduling tool to make it easier to coordinate interviews between patients and doctors.</li> <li><b>Build a CRM-like Database:</b> It is recommended to construct a simple, searchable database or CRM in order to efficiently store and retrieve doctor profiles and associated data.</li> </ul>                                                        |
| <b>Plan for the next week</b>      | <b>End of Internship</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |

### **Compiled Reporting Format**

**Name of the Organization: Impeerical Consulting**

**Area/ Department/ Project of Summer Internship Program: Market Research**

**Name of the Student: Awantika Das**

**Roll no: 1919**

**Stream: MBA HM29**

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| <b>Activity Done</b> | <ul style="list-style-type: none"> <li>During the ten successful weeks, I was given a chance to do various real-time healthcare research projects where I was able to witness the theory in our classrooms in real life. My initial pedagogical orientation was introductory, and I very soon embarked on Project Regression and Project AI approximately in the same order as they are mentioned.</li> </ul> |
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|                                                                                           | <ul style="list-style-type: none"> <li>• I did RCPA (Retail Chemist Prescription Audit) in different cities such as Bengaluru, Chennai, Coimbatore, Madurai among others, monitoring the tendency of prescriptions and brand-switch phenomenon. I contributed in strategic hospital projects such as Arohan (procurement behavior), Rising (hospital infrastructure mapping) and Solis (post discharge patient-doctor science in Surya and peer hospitals).</li> <li>• I also participated in the data scrubbing and dashboard development of the Project Altitude, brand profiling of Cipla Urimax-D and in-depth clinical interviewing of oncologists in Project Endom (endometrial cancer treatment practices). Every project was associated with a new learning curve and a better insight into how the healthcare system works in India.</li> </ul>                                                                                                                                                            |
| <b>Linking theory<br/>(Classroom learning)<br/>with practice at your<br/>organization</b> | <ul style="list-style-type: none"> <li>• My internship experience enabled me to apply a lot of things that were taught to me in academics. Solutions to fieldwork planning and data structuring tasks written in RCPA were assisted by the Operations Research methodology. The use of strategic marketing models assisted me in cutting the brand positioning in product profiling and analysis of CME.</li> <li>• The procedure of ethical data collection which was studied during the research methodology classes was particularly pertinent during the work with the interviews of the patients and doctors. Data quantification and dashboarding techniques learned in the classroom projects encountered an ideal testbed in the process of real-time data compilation, clean-up, and visualization of data. Above all, the stakeholder communication and behavioral theories, which we learnt during Organizational Behavior were realized during each interview, call and client conversation.</li> </ul> |

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| <p><b>Gaps identified on the working area.</b></p> | <ul style="list-style-type: none"> <li>• A couple of operational and structural gaps were evident during internship. The way of collecting data and the manner of presenting information and data between different projects were likely different and that therefore caused delays and correction of alignments. The timing and representation were also hindered because it was hard to conduct doctor interviews in busy cities.</li> <li>• Interviews, especially in projects such as Endom were to some extent impeded by the length and complexity of a questionnaire. Even more, as there were several projects being executed simultaneously, there was an overlap of work, and knowledge sharing was scarce, which often caused repetition of research and delays in synthesis.</li> </ul> |
| <p><b>Suggestions for improvement</b></p>          | <ul style="list-style-type: none"> <li>• I would suggest the use of unified data collection templates in the various projects, to enhance the performance and efficiency of the teams. A shared database that would retain previous interview scripts, knowledge and formats would do this job of preventing duplication. Questionnaire could have a modular approach so that they could be customized by specialty or type of stakeholder.</li> <li>• Also, the development of a digital schedule with pre-consent procedures would help facilitate time frames in interviews. Finally, regular in-house knowledge-sharing sessions might assist teams to get in sync and cross-pollinate knowledge.</li> </ul>                                                                                    |