

DIGITAL HEALTH REQUIREMENTS FOR PHARMA INDUSTRY

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by

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Introduction

Healthcare is improving since last few decades over the World and it's becoming digitally robust. Pharmaceutical businesses are working hard to keep up with the rapid changes that digital technology has brought about. Mobile communications, the cloud, advanced analytics, and the Internet of Things are just a few of the advances that are beginning to disrupt the healthcare business in the same way they have the media, retail, and banking industries. Pharma executives are aware of the disruptive potential of digital initiatives and are experimenting with a variety of them. However, many people are having difficulty deciding which initiatives to scale up and how to do so since they are unsure what digital success will look like in five years. This essay seeks to correct that situation. Disruptive trends, we believe, show where digital technology will add the most value in the pharmaceutical business, and they should be used to help companies develop a digital strategy.

Payors and governments are increasingly focused on cutting costs while improving patient outcomes, putting even more pressure on pharmaceutical companies to demonstrate the value of their drugs in the real world, rather than just in randomized controlled trials, if they want to keep market access and premium pricing. In this climate, digitally enabled "beyond the pill" solutions, which include not only medications but also sensors to gather and analyses data to monitor a patient's status between visits to healthcare providers, are becoming increasingly important in meeting both parties' needs. These technologies assist payors and governments get the treatment adherence and results they want and generate the data pharma companies need to prove their medications' greater efficacy.

Objectives of Internship

- Learn how to do online market research utilizing Google's advanced search capabilities, media-specific search tools, and a variety of financial, corporate, and public data sources. Any market research project requires reliable data, and an intern will gain valuable skills that may be used to any high-tech occupation.
- Learn how venture capital works, including the various tasks of the staff at a venture capital firm, the roles of several teams, how venture capital businesses are run, and the success factors. These are vital skills that can only be acquired by working within a company.
- Developing connections with persons who can act as advisors or mentors.
- Building trust and honing the ability to interact with others. The VC industry is fundamentally a people's industry. In the venture capital business, personal relationships, trust, and initial impressions are crucial drivers of deal making and success – sometimes even more so than understanding of technology and advances.

Organizational Profile

Tata Elxsi was founded on May 5, 1989, in Bangalore, India's Silicon Valley, to develop and market electronics, embedded systems, and software applications. The goal was to encourage innovation in the rapidly growing IT business and hasten the adoption of cutting-edge technologies. Tata Elxsi is now a global leader in premium engineering services, with clients in the automotive, media, broadcast, communications, and healthcare industries.

Tata Elxsi brings together the latest technology and user-centric design expertise to assist companies in delivering innovative solutions and exceptional customer experiences. From strategy through consumer research and insights to service and experience design, technology implementation, integration, launch, and beyond, our integrated Design and Technology teams help businesses rethink their goods and services.

Tata Elxsi offers a full range of services, including research and strategy, electronics and mechanical design, software development, validation, and deployment, and is backed by a global network of design studios, global development centers, and offices.

From sophisticated R&D in new technology and system design research to real development, validation, and implementation, Tata Elxsi works closely with customers. IoT (Internet of Things), cloud, smart mobility, and artificial intelligence are examples of developing technology. As a result, businesses will have new options to increase operational efficiency, cut costs, and provide new services to their customers.

This is backed up by world-class product development processes and methodologies that have evolved and matured over the last 30 years, as well as a global ecosystem of partners, design studios, and other resources that help our customers get access to the latest technology and tools while also reducing time-to-market.

Services Provided by **Organization**

Products:-

- AI
- Broadcast & Media
- Automotive
- Healthcare

Services:-

- Research & Strategy
- Design
- Portfolio
- Test & Validation
- Operate & Automate
- Industry 4.0
- Product Engineering

Key Activities/ Projects **Undertaken Other than** **Dissertation**

Market Research About Decentralized Clinical Trials

- Traditional Clinical Trials vs Decentralized Clinical Trials
- Competitors Analysis
- Market Leaders
- Trends in Market
- SWOT Analysis
- Integration with existing technology
- Regulatory Aspects to consider

Key Learnings from Internship

Deep insight about the Digital Pharma Industry over the world, top leaders of the market, Strategies they used to become the market leaders.

How to utilize my knowledge in real market scenario to get real insight from market.

Over the last four months, the capacity to think critically and independently has taught me far more than if I had always asked for help whenever I faced a hurdle. Being continually willing to learn and figuring out how to look at a problem/project from all perspectives, in my experience, has been critical to becoming resourceful and delivering the results my employers desired.

Taking ownership of my projects and cultivating the practice of predicting future requirements – and then volunteering to fill them – has aided my success in working on fascinating projects. Never treating a project as "too difficult" is an important aspect of having a bias towards action. Delay in finishing these projects, no matter how big or small, does not benefit you or your supervisor. I was able to make progress by understanding out when and how to ask for assistance when I needed it.

It is not enough to simply accomplish the activities that have been given to you because no one else wants to do them; you should actively volunteer for these responsibilities throughout your internship. Working on more autonomous-level assignments, in my experience, stems from a level of trust that has been created between you and your supervisor. Not only will your dedication to your role be clear if you demonstrate that you can accomplish the tedious work both passionately and flawlessly, but your team will be pleased and may reward you with more innovative duties.

Few abilities, in my opinion, are more important than the ability to communicate effectively. You must be able to customize clear and synthesized information to a wide range of audiences, whether you're writing an internal letter or putting together a client presentation. While luck and timing play a role in some aspects of success, you can learn to enhance your communication abilities by starting early and practicing frequently.