

IQVIA Consulting (P) Ltd.

Internship Report Submitted to



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(MBA)

in
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Management/Rural Management
by

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Introduction

Healthcare is evolving over the last few decades over the world and is 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. Healthcare personnel are aware of the disruptive potential of digital initiatives and are experimenting with a variety of them. But, there is a 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 healthcare business, and they should be used to help governments and health institutions develop a digital strategy.

Payors and governments are increasingly focused on cutting costs while improving patient outcomes. In this scenario, digitally enabled solutions, which include not only better clinical outcomes 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

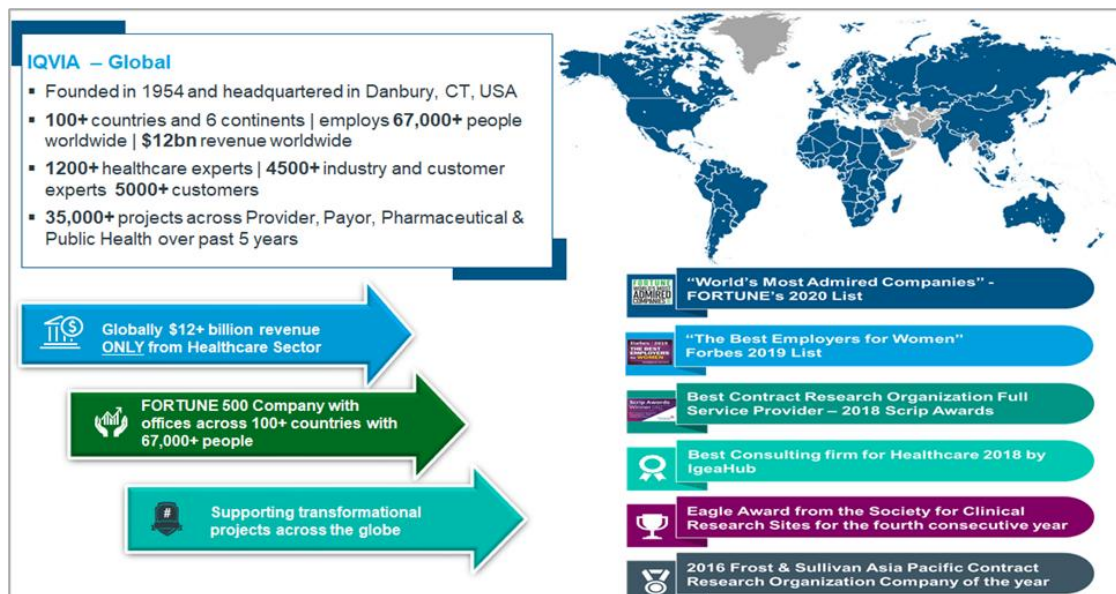
- Understanding the core work done by IQVIA in the digital health and public health space and the Payer, Provider, Government (PPG) sector.
- Understand the various projects undertaken by IQVIA.
- Understand the organizational ethos.
- Understanding the techniques of designing approach and methodology for various projects.

Organizational Profile and Services Offered



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in providing advisory, consulting, technical assistance, technology, and data analytics services to both the public & private sector in the health sector. The company was founded in 1954, and today a Fortune 500 company with revenue of \$12 billion, with over 70,000 employees operating in more than 100 countries around the world. We connect knowledge across all aspects of healthcare to help **more than 5,000 healthcare clients globally** to improve patient outcomes and operate more efficiently. IQVIA serves key organizations and decision makers around the world, spanning government agencies, multilateral agencies, policymakers, researchers, and private sector companies, consumer health and medical device manufacturers, as well as distributors, and the financial community.



IQVIA's Solutions and Offerings

IQVIA offers a wide range of **services and solutions** to serve healthcare clients ranging from governments to life science companies. With IQVIA's extensive similar experience and professional team of experts, we are well suited to support Meghalaya state in this prestigious assignment. Below is the illustrative of few of IQVIA's solutions and practice

Bringing solutions that enable more modern, more effective and more efficient healthcare system

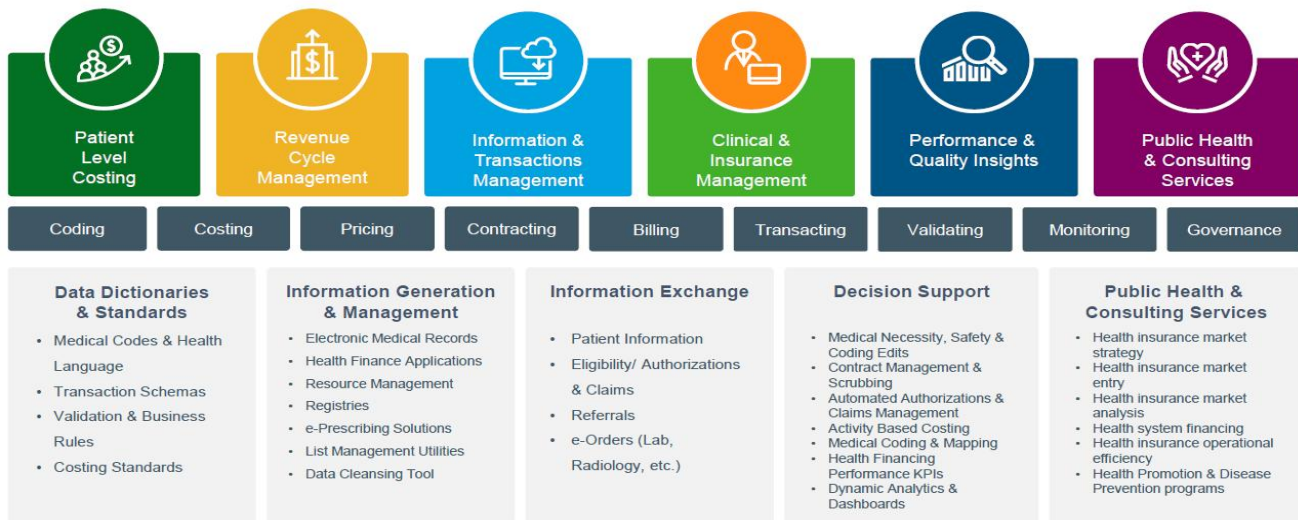


areas that can add value to the NDHM programme implementation in the state.

IQVIA's Technology Solution offerings - Payer

Provider Government

IQVIA is a recognized leader in healthcare data analytics with extensive experience in servicing governments, payers, providers, and life science organizations, and understands the complexity of implementing and servicing local, regional, and international clients of all sizes and needs. In recent years, IQVIA strengthened its **Payer-Provider-Government (PPG) capabilities** through leveraging global expertise and acquiring successful ventures across the globe, including the Africa, Middle East, and South Asian enterprises.



The company serves currently more than **5,000 healthcare provider facilities** and its services touch more than **100 million patient records** in the Africa, Middle East, and South Asia region.

IQVIA's Public Health Practice

IQVIA's Public Health Practice works globally across various regions ranging from **United States, Europe, AMESA (Africa, Middle East, and South Asia) and Asia Pacific**. IQVIA has one of the largest public health practices with over a decade of service devoted to the public sector and an internal structure to support and enhance our services to Governments and multilateral funding agencies.

IQVIA is actively engaged with governments, developmental partners, non-governmental organizations (NGOs) and private sector stakeholders to support in program management, developing strategy, implementation and evaluation, strategies for specific countries, down to regulatory support for specific program support at a country level.

IQVIA India

In India, IQVIA has been operational for **20 years now** and have experience of collaborating with **governments, bilateral and multilateral organizations, philanthropic, for-profit, and not-for-profit organizations**. We have 14,000+ employees in 30 registered offices across 16 cities delivering services to the with software development centers in Gurgaon, Bangalore Coimbatore, and Cochin.

IQVIA India

- 20 years of operation
- 30 corporate offices 60 field unit offices across India having **14,000+ people**
- Executing projects of national importance such as **NDHM, AB-PMJAY, NHRR, POSHAN ABHIYAAN, TEP KHSDRP APHSSP**
- Advisory to industry associations-OPPI, CII, FICCI etc
- Delivered over **150 Public Health projects** in last 7 years.
- **1,200** in house technology experts
- Largest Public Health Practice with over **175 team members** including MBBS, Health IT Specialists Data Experts, Health Researchers, Policy Experts, Capacity Building Experts, Business Analysts etc

We have a strong focus on the **Government and Public sector (GPS) in India**. Our Public Health Government Practice in India works with the key Central Ministries, State Governments and International Donor Agencies across India on significantly large mandates in various areas of **Project Management Unit Support, Health Infrastructure, Health and Hospital Information Systems by IT solutions, Health Policy & Strategic Planning, Health financing, Contract Management, Quality Assurance, Public Private Partnerships and Monitoring & Evaluation, Drug Procurement and Supply Chain System** etc.

1. World leader in providing specialized healthcare consulting, technology and analytics

IQVIA is present in **100+ countries** and is the **largest global provider of healthcare management consulting, innovative technology solutions, health focused information services**. IQVIA is on the front-lines of the global public health conversion through ongoing work with government agencies, nonprofit organizations and other healthcare stakeholders. Our offerings across services and technology enable healthcare operational efficiency while maintain financial stability and continuous performance monitoring. IQVIA is committed to providing a robust, innovative and efficient approach for executing our projects – **Effective Project Management and Quality Assurance** are cornerstones in all our engagements



Since its inception in 2016, following the merger of IMS Health and Quintiles, IQVIA has been named to FORTUNE magazine’s **“World’s Most Admired Companies”** list.

IQVIA is certified as **CMMI Level 3, ISO 20000-1:2011, ISO 27001:2013, ISO:14001:2015 and ISO 9001:2015-compliant** after an extensive audit of the company’s internal operations. This Quality Management System (QMS) certification demonstrates IQVIA compliance with strict quality management principles within its software development processes. The ISO (International Organization for Standardization) standards for quality management systems (QMS) serve as the basis for the Good Manufacturing Practices, Good Clinical Practices and Good Laboratory Practices along with maintaining sustainable environmental practices, required by most government regulatory bodies.

2. On-ground experience in providing Project Management and Implementation support to Governments and managing large healthcare programmes of National Importance

IQVIA has supported the Governments and multi-lateral agencies in implementing some of their **prime healthcare projects of national importance** and has been awarded for this work in the healthcare sector. IQVIA has relevant experience of providing **functional and**

technical support to governments including project development, project management and implementation, advisory services, contract management, operations management, stakeholder consultations.

Some of the key projects in India are:

- **Project Management Consultant for *AYUSHMAN BHARAT Pradhan Mantri Jan Arogya Yojana (AB-PMJAY)*** providing project management and technical support to National Health Authority.
- **TPMU support to CBHI** in conducting a census of all healthcare establishments (Public and Private) in the country for *National Health Resource Repository* and overall programme management.
- **Project Management Unit (PMU)** for assisting the National Health Authority (NHA) for Strategy formulation, Functional and Technical solution design and Project Management Support to rollout *National Digital Health Mission* in selected Union Territories.
- **Program Management (PMU)** support to Government of Nagaland for development, supervision and management of Medical College at Kohima, Nagaland
- **Project Management Unit to CHRI** for Mapping of private providers for JEET project by integrating it with “national health resource repository (NHRR)

Key projects outside India:

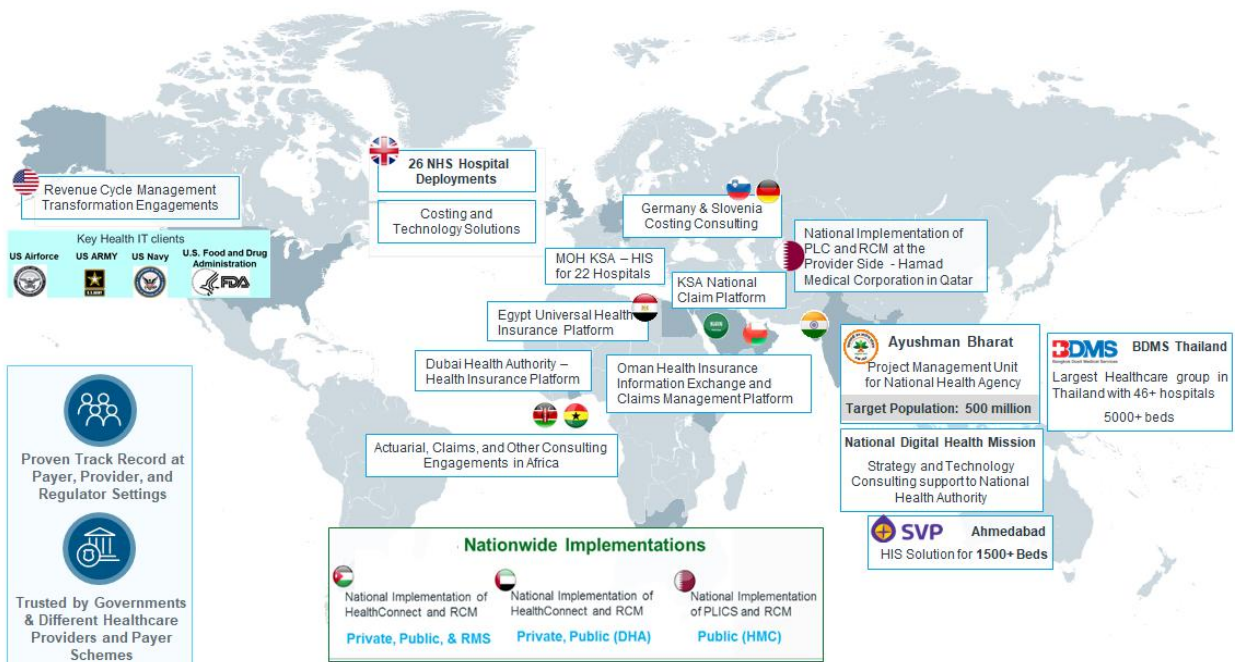
- Evidence generation on AMR and AMC *across 15 African countries* - Data Collection from approx. 900 sites (labs, pharmacies, hospitals) across African countries for Fleming Fund
- Implementing 3rd round of **The World Health Survey (WHS) 2016-2017 in UAE** for Ministry of Health & Prevention, UAE along with World Health Organization
- **Technical Support to** Ministry of Health, Nutrition and Indigenous Medicine, Sri Lanka to Update the **Primary Healthcare Performance Initiative’s (PHCPI)** Vital Signs Profile
- **Evaluation of Regional Flagship Areas-** Implementation in WHO South-East Asia Region 2014-2018 for WHO SEARO

3. Extensive experience of supporting National Government and implementing Healthcare Solution at the Nationwide level

IQVIA has an elaborative experience of undertaking large scale healthcare system implementation with the government and multilateral agencies and has proven to a global player in developing healthcare technology solutions.

As our flagship engagements at nationwide level IQVIA has designed and implemented healthcare technology platforms for **Dubai Health Authority, Royal Military Services (Ministry of Health, Jordan), Hamad Medical Corporation & Primary Healthcare Corporation (Qatar), The Institute of Nephrology and Urology Department (Malaysia), Performance Management Dashboard Solution - Centralized MIS across 70 countries (European Union)**

IQVIA has worked globally with payers, providers and governments to implement and manage health IT solutions



IQVIA has extensive experience of undertaking large scale nationwide health system implementation focusing on improving and optimizing the delivery of the healthcare

services.

Snapshot of IQVIA's large-scale technology implementation experience:

- **Dubai:** Country-wide deployment of Health Insurance Platform for Dubai Health Authority
- **Jordan:** Country-wide deployment of eHealth Solutions for Ministry of Health, Jordan
- **USA:** Implementation of Health Informatics Suite for US Air Force
- **UK:** Implementation of Patient Level Costing solutions for 26 NHS Hospitals
- **Kingdom of Saudi Arabia:** Implementation of Hospital Information Systems (HIS) and Electronic Medical Records (EMR) solution across 22 Hospitals
- **Egypt:** National implementation of Universal Health Insurance Platform
- **Qatar:** Implementation Revenue Cycle Management solution for Hamad Medical Corporation
- **Oman:** Implementation of Health Insurance Information Exchange and Claims Management Platform
- **Thailand:** Implementation of Hospital Information Systems (HIS) and Electronic Medical Records (EMR) solution for BDMS Group with 46+ Hospitals and ~5000 Beds.
- **India:** Implementation of Hospital Information Systems (HIS) and Electronic Medical Records (EMR) solution for several large Hospitals including SVP Ahmedabad (One of the first paperless Government Hospitals with 1500 Beds), MIOT Hospital Chennai and Rainbow Children's Hospitals.

4. Deep-rooted understanding of India's healthcare system and needs

In India, IQVIA has **strong presence in healthcare sector with on-ground implementation capabilities** across all 29 state and 7 UTs. Our public health team has worked extensively with central and various state governments as well as major international funding agencies including MoHFW, Niti Aayog, WHO, World Bank,

BMGF, UNICEF, USAID, GIZ, The Global Fund, CHAI across a wide range of functional areas in public health. As a result of which, IQVIA also has unparalleled healthcare expertise and extensive network with healthcare stakeholders in India at all levels. Additionally, we also have local presence in all states of the country through IQVIA teams and partners.

Key Activities/ Projects Undertaken Other than

Dissertation

- **Detailed understanding of NHA (National Health Authority) as a client & experience of supporting on AB-PMJAY NHDM (Pilot)**
 - IQVIA has been engaged with NHA since August 2018 as the Program Management Consultant for AB-PMJAY. IQVIA has a team of experts positioned in the NHA office who are working on-ground to manage and execute project activities.
- More recently, IQVIA supported NHA for Functional and Technical Solution Design and Project Management Support to rollout NDHM (National Digital Health Mission) in selected six UTs.
- Activity undertaken under this includes, understanding the key modules of the NDHM.
- Being a part of Drug registry and its development.
- Proposal and methodology preparation for HMIS implementation of IQVIA's Arcus Air at Sardar Vallalb bhai Patel Hospital in Ahmedabad, Gujarat.

Key Learnings from Internship

- Deep insight about the digital health industry over the world, top leaders of the market, strategies used.
- Utilizing knowledge in real market scenario to get real insight from market.
- Critical and objective thinking for the initiation, intel gathering, designing of solutions.
- Ownership and cultivating the practice of predicting future requirements.
- Understanding the HMIS systems in hospitals and designing of the approach and methodology for the same.
- Proposal writing for various bids.
- Understanding the core building blocks of NDHM, experience the working at National Health Authority office.