

Internship
At Adamet Next LLC

Internship Report Submitted to
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Master of Business Administration (MBA)

in

Healthcare Analytics

By

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Under the Supervision and Guidance of

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INTERNSHIP REPORT

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Faculty Guide: Prof. Ritu Vashistha

Institution: IIHMR University

Organisation: Adamet Next LLC

Duration: March-June

Introduction

I completed my internship at Adamet Next LLC, where I was exposed to pharmaceutical competitive intelligence, business development, primary market research, administrative coordination, and learning and development initiatives. Adamet Next works in the pharmaceutical and biotechnology consulting space, helping teams convert market signals and competitive information into meaningful insights for business decisions.

During the internship period, I was able to understand how a consulting and strategy-support organization works with clients, internal teams, market information, and business development priorities. The internship helped me connect my MBA Healthcare Analytics learning with real-world business and healthcare industry practices.

This report summarizes the objectives of my internship, organizational profile, services provided by the organization, key activities undertaken other than dissertation work, and the major learnings gained during the internship.

Objectives of Internship

- To gain practical exposure to business development, client engagement, and pharmaceutical competitive intelligence activities.
- To understand how healthcare and pharmaceutical market information is collected, organized, analyzed, and communicated for decision-making.
- To develop professional skills in communication, documentation, coordination, research, and project follow-up.
- To support primary market research and secondary research activities related to pharma and healthcare business priorities.
- To contribute to internal learning and development sessions and understand how team capability-building initiatives are planned and executed.
- To understand the administrative and operational responsibilities involved in supporting business leaders and cross-functional teams.

Mission

To support pharmaceutical and biotechnology organizations by providing timely, reliable, and actionable insights that help teams make informed business decisions. The organization aims to

combine domain understanding, analytical thinking, and strategic communication to support effective decision-making across the pharma business ecosystem.

Vision

To be a trusted strategic intelligence and brand insight partner for pharmaceutical organizations by empowering teams to make informed, ethical, and patient-conscious business decisions.

Core Values

- Conscientious communication - communicating insights responsibly and with clarity.
- Bold insights - developing meaningful intelligence that helps clients move from information to action.
- Passion and dedication - working with commitment toward solving client challenges.
- Precision - maintaining accuracy and attention to detail in research, reporting, and communication.
- Client focus - understanding client priorities and providing support that is relevant, practical, and decision-oriented.

Organizational Profile

Adamet Next LLC is a brand insight and strategy support provider for the pharmaceutical sector. The organization supports pharma, medical device, and biotechnology companies through services such as competitive intelligence, forecasting, marketing analytics, insights and analytics, business intelligence, and sales excellence support.

The company works with pharmaceutical business owners, strategy teams, commercial teams, competitive intelligence professionals, and brand teams to help them make data-driven and insight-led decisions. Adamet Next combines therapy area knowledge, business understanding, market research, and analytical capabilities to support strategic decision-making.

The organization has a presence associated with the United States and India and works in a professional consulting environment where research quality, timely delivery, client communication, and strategic thinking are important elements of day-to-day work.

Organizational Structure

Founder / Chief Executive Officer



Leadership Team / Directors



Business Development and Client Engagement Team



Competitive Intelligence / Research and Analytics Team



Project Management and Operations Support



Administrative and Support Functions

Services Provided by Organization

Competitive Intelligence

- Monitoring competitor activity, pipeline movements, conferences, clinical data, regulatory developments, and market events relevant to pharmaceutical brands.

Forecasting

- Supporting business teams through structured market and product forecasting to aid planning and decision-making.

Marketing Analytics

- Helping clients understand market performance, promotional effectiveness, and business trends using analytical approaches.

Insights and Data Analytics

- Conducting market analysis, promotional analysis, and other analytics-led business assessments using data-driven tools and methods.

Business Intelligence

- Developing structured reporting and dashboards through tools such as Tableau and Power BI to support performance visibility.

Sales Excellence

- Supporting commercial organizations through segmentation, targeting, positioning, and decision support activities.

Primary and Secondary Market Research

- Gathering stakeholder insights, market information, and published data to support business and competitive understanding.

Key Activities / Projects Undertaken Other Than Dissertation

During the internship, I was involved in multiple activities that helped me understand the functioning of a pharmaceutical consulting and competitive intelligence organization.

Business Development Executive Role

- Supported business development activities including lead identification, prospect tracking, and coordination for outreach initiatives.
- Assisted in maintaining business development records, respondent lists, and follow-up trackers.

- Helped organize information related to warm leads, hot leads, and potential business opportunities.

Administrative Role

- Assisted with day-to-day coordination, documentation, meeting notes, calendar-related tasks, and internal communication support.
- Supported the preparation and circulation of agendas, action items, and follow-up points for internal meetings.

Learning and Development Sessions

- Helped initiate and coordinate learning and development sessions for the internal team.
- Supported preparation of learning material on topics such as drug approval timeline estimation and the use of AI for faster research workflows.

Primary Market Research

- Assisted in primary market research-related activities including respondent tracking, coordination, and information organization.
- Gained exposure to how primary insights can support competitive intelligence and strategic business decisions.

Newsletter and Knowledge Support

- Supported the preparation of healthcare and respiratory intelligence newsletters by identifying relevant updates, organizing information, and preparing concise summaries.

Presentation and Communication Support

- Assisted in preparing business communication materials, presentation drafts, and LinkedIn communication for outreach and branding activities.

Key Learnings from the Internship

Understanding the Role of Competitive Intelligence

Before the internship, competitive intelligence was a theoretical concept for me. During the internship, I understood that CI is not only about collecting news or competitor updates. It is about interpreting market signals and understanding what they mean for future business decisions.

Importance of Business Development in Consulting

I learned that business development is an important function in a consulting organization. It involves identifying the right prospects, maintaining structured communication, understanding client needs, and supporting relationship-building over time.

Value of Clear Communication

The internship helped me understand the importance of professional communication. Whether it was drafting meeting agendas, LinkedIn messages, reports, or internal updates, clarity and tone played an important role in making communication effective.

Primary Market Research Exposure

I gained practical exposure to the role of primary market research in gathering insights from stakeholders. I understood how respondent lists, communication tracking, and follow-ups are important for successful research execution.

Learning and Development as a Team-Building Tool

Initiating learning and development sessions helped me understand how internal capability-building can improve team knowledge, confidence, and productivity.

Skills I Developed

- Professional communication
- Business development coordination
- Research and information synthesis
- Meeting documentation and follow-up
- Team coordination
- Time management
- Attention to detail
- Use of AI tools for faster research and content development

How I Grew as a Person

This internship improved my confidence, communication ability, and understanding of the healthcare consulting environment. It helped me become more responsible, organized, and aware of how business, research, and communication come together in a professional setting.