

INTERNSHIP

At

Orbees Medical

Internship Report Submitted to



The IIHMR University, Jaipur

for the partial fulfilment for the award of the degree

of Master of Business Administration (MBA)

in

Healthcare Analytics

by

Kartik Bhandekar

Roll No.: 0011

Under the Supervision and Guidance of

Dr. Ram Krishan Chahar

Assistant Professor

IIHMR University, Jaipur

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INTRODUCTION

With respect to my internship at Orbees Medical Pvt. Ltd., Hyderabad, in line with the requirements of my MBA (Healthcare Analytics) program, I joined the organization under the guidance of experienced professionals working in the healthcare and medtech consulting domain. Orbees Medical Pvt. Ltd. is a healthcare consulting and market access solutions company that supports medical device and healthcare organizations through market research, analytics, commercialization support, and strategic consulting services.

The primary objective of my internship was to gain practical exposure to healthcare analytics and medtech market strategy projects while understanding how analytics-driven insights support decision-making in the healthcare industry. During the internship period, I worked on a project related to advanced therapies for Overactive Bladder (OAB) management in the United States market, with a particular focus on treatment adoption trends, physician landscape assessment, patient funnel analysis, and market opportunity evaluation.

As part of the project, I participated in analysing the treatment pathway of OAB patients and assessing the transition of patients from diagnosis to advanced therapy adoption. The work involved estimation of the OAB patient population, care-seeking behaviour, pharmacotherapy utilization, refractory patient identification, and advanced therapy eligibility assessment. This helped in understanding the overall addressable market opportunity for advanced OAB therapies.

During the internship, I also contributed towards physician analytics by analysing the role of different physician specialties such as urologists, urogynecologists, and Female Pelvic Medicine and Reconstructive Surgery (FPMRS) specialists in performing advanced OAB procedures. The project further involved assessment of procedure mix, therapy utilization patterns, CMS Medicare data analysis, and evaluation of adoption trends across different advanced therapy options including Botulinum Toxin (Botox), Percutaneous Tibial Nerve Modulation (PTNM), Sacral Neuromodulation (SNM), and Implantable Tibial Neuromodulation (ITNM).

The internship also provided exposure to healthcare market sizing, forecasting methodologies, competitive landscape analysis, and commercialization strategy development. Through various analytical activities, I developed a better understanding of how healthcare analytics and market intelligence support strategic decision-making for medtech organizations.

This practical experience significantly improved my analytical thinking, problem-solving ability, secondary research capability, data interpretation skills, presentation skills, and

professional communication. It also helped me understand the importance of evidence-based insights in healthcare consulting and the growing role of analytics in supporting healthcare innovation and commercialization strategies.

I would like to express my sincere gratitude to my mentors and colleagues at Orbees Medical Pvt. Ltd. for their continuous support, guidance, and valuable learning opportunities throughout the internship. I am equally thankful to the faculty members of IIHMR University for providing the academic foundation and support required to successfully complete this internship experience.

OBJECTIVES

1. To gain practical exposure to healthcare analytics and medtech consulting practices in a professional work environment.
2. To understand the treatment landscape and patient journey associated with Overactive Bladder (OAB) management in the United States healthcare market.
3. To analyse the adoption patterns of advanced OAB therapies and understand the factors influencing therapy utilization among patients and healthcare providers.
4. To develop understanding of healthcare market sizing methodologies, patient funnel analysis, and opportunity assessment frameworks used in healthcare consulting projects.
5. To gain exposure to physician analytics by analysing specialty-wise procedure utilization, physician segmentation, and treatment adoption trends.
6. To understand the application of CMS Medicare data and secondary research methodologies in healthcare market analysis and strategic decision-making.
7. To study the comparative landscape of advanced OAB therapies including Botox, PTNM, SNM, and Implantable Tibial Neuromodulation (ITNM).
8. To understand how healthcare analytics, market intelligence, and strategic insights contribute towards commercialization planning and market penetration strategies in the medtech industry.
9. To improve analytical, research, interpretation, presentation, and problem-solving skills through real-world healthcare consulting assignments.
10. To gain professional exposure to healthcare consulting workflows, stakeholder collaboration, and evidence-based strategic analysis in the healthcare and medical technology sector.

ORGANIZATION OVERVIEW

Orbees Medical Pvt. Ltd. is a healthcare consulting and strategic solutions organization based in Hyderabad, India, with a focus on supporting healthcare and medical technology companies through market intelligence, healthcare analytics, commercialization support, and strategic consulting services. The organization works across various healthcare domains and assists clients in understanding market dynamics, patient opportunities, physician behaviour, treatment adoption trends, and competitive landscapes to support informed business decisions.

The company provides analytical and strategic support to healthcare stakeholders through secondary research, market assessments, physician analytics, healthcare data interpretation, and commercialization strategy development. By combining healthcare domain expertise with analytical methodologies, Orbees Medical supports healthcare and medtech organizations in identifying growth opportunities, improving market penetration strategies, and enhancing decision-making capabilities.

During the internship period, I worked within the healthcare analytics and market research domain of the organization, where projects involved treatment landscape assessment, physician analytics, market opportunity evaluation, and strategic insights generation related to advanced therapies in Overactive Bladder (OAB) management.

Services

- Healthcare market research and analytics
- Medtech commercialization support
- Physician and provider analytics
- Treatment landscape assessment
- Competitive intelligence and benchmarking
- Healthcare market sizing and forecasting
- Secondary research and strategic insights generation
- Patient funnel and opportunity assessment
- Healthcare data interpretation and reporting

Industries Served

Orbees Medical Pvt. Ltd. supports organizations operating across the healthcare ecosystem, including medical device companies, healthcare providers, medtech

organizations, healthcare technology firms, and other healthcare-focused stakeholders requiring strategic and analytical support.

ACTIVITIES / PROJECTS OTHER THAN DISSERTATION PERFORMED BY THE STUDENT

i. Overactive Bladder (OAB) Treatment Landscape Assessment:

- Contributed to analysing the treatment pathway for Overactive Bladder (OAB) management in the United States healthcare market.
- Studied the progression of patients from initial diagnosis and pharmacotherapy towards advanced OAB therapies.
- Analysed different advanced treatment options including Botulinum Toxin (Botox), Percutaneous Tibial Nerve Modulation (PTNM), Sacral Neuromodulation (SNM), and Implantable Tibial Neuromodulation (ITNM).
- Assisted in preparing comparative assessments of therapies based on efficacy, invasiveness, patient convenience, durability, follow-up burden, and adoption trends.

ii. OAB Patient Funnel and Market Opportunity Analysis:

- Participated in estimating the overall OAB patient population and analysing care-seeking behaviour patterns.
- Assisted in developing patient funnel models to estimate pharmacotherapy utilization, refractory patient population, and advanced therapy eligible patients.
- Contributed towards market opportunity assessment by identifying the potential addressable population for advanced OAB therapies.
- Supported interpretation of patient journey and treatment attrition trends to understand gaps in advanced therapy adoption.

iii. Physician Analytics and Procedure Utilization Analysis:

- Analysed the role of physician specialties such as urologists, urogynecologists, and Female Pelvic Medicine and Reconstructive Surgery (FPMRS) specialists in advanced OAB therapy utilization.

- Assisted in specialty-wise procedure mix analysis to understand therapy adoption trends across healthcare providers.
- Contributed towards physician segmentation and identification of high-volume providers involved in advanced OAB procedures.
- Supported preparation of physician targeting insights and analytics-based strategic observations.

iv. CMS Medicare Data Analysis:

- Participated in analysing CMS Medicare datasets related to advanced OAB procedures and physician utilization patterns.
- Assisted in evaluating procedure distribution and therapy adoption trends across different physician specialties.
- Contributed towards interpretation of utilization data to derive insights regarding treatment adoption and provider behaviour.
- Improved understanding of healthcare reimbursement data and its application in healthcare analytics projects.

v. Market Research and Competitive Landscape Analysis:

- Conducted secondary research related to advanced OAB therapies, market trends, technology developments, and competitive positioning.
- Assisted in preparing competitive landscape assessments of available advanced therapy options in the market.
- Contributed towards analysis of market growth trends, future opportunities, and therapy adoption dynamics.
- Supported development of market intelligence insights for strategic evaluation and commercialization planning.

vi. Healthcare Forecasting and Strategic Insights Generation:

- Assisted in market sizing and forecasting activities related to advanced OAB therapies.
- Contributed towards identifying market growth drivers, barriers, and future opportunity areas within the advanced therapy landscape.
- Supported preparation of strategic recommendations based on physician analytics, patient opportunity assessment, and therapy adoption trends.

- Participated in discussions related to commercialization strategy and healthcare market penetration approaches.

vii. Secondary Research and Data Interpretation:

- Conducted secondary research using scientific publications, healthcare reports, CMS databases, company resources, and industry publications.
- Cross-verified data from multiple sources to maintain consistency and accuracy in analytical outputs.
- Organised research findings, analytical observations, and supporting references for project deliverables.
- Improved understanding of evidence-based analysis and structured healthcare research methodologies.

viii. Team Collaboration and Professional Exposure:

- Collaborated with mentors and team members on healthcare analytics and market research assignments.
- Participated in review discussions, analytical brainstorming sessions, and project meetings.
- Received feedback on analytical interpretation, presentation structure, and reporting quality, and incorporated improvements accordingly.
- Gained exposure to professional healthcare consulting work culture, project timelines, analytical expectations, and client-oriented strategic thinking

KEY LEARNINGS FROM INTERNSHIP

1. Understanding of Healthcare Analytics and Medtech Consulting – Gained practical exposure to how healthcare analytics, market intelligence, and strategic consulting support decision-making in the medical technology and healthcare industry.
2. Knowledge of Overactive Bladder (OAB) Treatment Landscape – Developed understanding of OAB disease management pathways, patient progression patterns, and advanced therapy options available in the healthcare market.
3. Exposure to Patient Funnel and Market Opportunity Assessment – Learned how patient funnel modelling and healthcare market sizing methodologies are used to estimate treatment opportunities and addressable patient populations.

4. Physician Analytics and Healthcare Provider Insights – Improved understanding of physician behaviour, specialty-wise procedure utilization, provider segmentation, and therapy adoption trends in healthcare analytics projects.
5. Understanding of CMS Medicare Data and Utilization Analysis – Gained practical exposure to analysing CMS Medicare datasets and interpreting healthcare utilization patterns to derive evidence-based insights.
6. Comparative Analysis and Competitive Landscape Assessment – Developed the ability to evaluate competing therapies, analyse treatment positioning, and understand market dynamics within the healthcare and medtech sector.
7. Secondary Research and Analytical Interpretation Skills – Strengthened skills related to collecting, analysing, validating, and interpreting healthcare data and secondary research information from multiple credible sources.
8. Market Forecasting and Strategic Thinking – Improved understanding of healthcare forecasting approaches, market growth assessment, commercialization planning, and strategic recommendation development.
9. Problem-Solving and Analytical Thinking – Enhanced analytical thinking and problem-solving abilities through participation in real-world healthcare analytics and market research assignments.
10. Professional Communication and Presentation Skills – Improved skills in preparing structured analytical outputs, interpreting findings, and presenting insights in a professional consulting-oriented manner.
11. Teamwork and Collaboration – Developed the ability to work collaboratively within teams, participate in project discussions, incorporate feedback, and contribute effectively towards analytical assignments.
12. Exposure to Professional Work Culture and Ethics – Gained understanding of professional workplace practices, confidentiality requirements, research ethics, and quality expectations within the healthcare consulting industry.