

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

Pharmaceutical Management

By

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Under the supervision and Guidance of

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Introduction

My internship period at ZS Associates, New Delhi office began on 18th March and concluded on 19th June. I was a part of the Research and Development excellence team in Business Consulting. I worked in biomedical research, specifically in the cancer immunotherapy space.

Objectives of Internship

- To be proficient in software and databases used regularly in my role
- To understand the scope of Biomedical Research
- To create content in the form of presentations, newsletters and reports for internal use

Organizational Profile

ZS is a global professional services firm that leverages deep industry expertise, leading-edge analytics, technology and strategy to create solutions for clients that work in the real world.

ZS was founded in 1983 by Andris Zoltners and Prabhakant (Prabha) Sinha, two Ph.D. classmates turned college professors at Northwestern University's Kellogg School of Management.

In 1982, Zoltners and Sinha presented their sales force sizing and territory alignment models to their academic colleagues, demonstrating the world's first personal-computer-aided territory mapping system. In 1983, the pair founded ZS Associates in their off hours, offering companies increased sales force efficiency using their now-proven territory mapping software.

In its first three years, ZS helped eight of the 10 largest pharmaceutical companies in the world align territories and resize their sales forces. By 2011, ZS worked with 49 of the 50 largest drug makers in healthcare and 17 of the 20 largest medical device makers.

Today, ZS works with companies around the world and across the marketplace, in industries ranging from healthcare to high-tech to financial services and beyond. ZS's expertise and offerings have expanded significantly as well. We now help clients with everything from discovery through to commercialization, with the strategy, analytics and technology to enable it.

Services provided by Organization

The services provided by ZS Associates are as follows:

- Strategy and Advisory
- Artificial intelligence and Analytics
- Technology and Operations
 - Strategy and Architecture
 - Enterprise Data Management
 - Analytics Platforms
 - Application Development and Management
 - Process Excellence and Automation
- Life Sciences R & D
 - Clinical Development
 - Medical Affairs
- Value and Access
 - Value Strategy
 - Pricing Strategy
 - Real-World Evidence
 - Access Strategy and Implementation
- Portfolio and Pipeline
 - Portfolio Strategy & Management
 - Pipeline Asset Strategy
 - Launch
 - Business Development and Licensing
 - Forecasting
 - Revenue Management
- Marketing
 - Customer Insights
 - Marketing Strategy
 - Brand Messaging
 - Promotions and Marketing Mix
- Sales
 - Commercial Model Design and Operations
 - Key Account Management

- Sales Compensation
- Sales Effectiveness
- Channel Management

Key activities undertaken other than Dissertation

1. Creating and Publishing monthly Biomedical Research Newsletter
2. Created a slide deck for new joiners to introduce them to cancer and immunotherapy from scratch.
3. Assisting colleagues with desk research to classify sequencing methods (Next-Generation Sequencing)
4. Assisting manager with research for any problem statement

Key Learnings from Internship

1. Wide overview about Cancer treatment and therapies ranging from the traditional radiotherapy to the more advanced targeted immunotherapies
2. Basic knowledge about Next-Generation sequencing methods for DNA and RNA sequencing and protein profiling.
3. Proficiency in creating, curating and distributing the monthly biomedical research newsletter for internal readers.
4. Fair idea of the oncology and cell and gene therapy areas of several of the Big Pharma by creating portfolios and analysing pipelines.