INTERNSHIP REPORT

Submitted to

The IIHMR University, Jaipur

for the partial fulfillment for the award of the degree of

Master of Business Administration (MBA)

in

Hospital and Health Management

by

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Under the Supervision and Guidance of

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INTRODUCTION:

- My internship at Healthark Insights began on January 18 and I started working as Intern Consultant on an internal project of Healthark Insights. Here, I worked on market assessment for rare diseases. I prepared reports on various diseases across US and Global.
- Later, I started working with another team and we worked with a digital CRO organisation which is a start-up and worked on increasing Market outreach and various other tasks. Working with it helped me to understand more about Real World Data and Real-World Evidence and thus I decided to prepare my dissertation related to it. Therefore, I prepared my dissertation on "Role of Real World Evidence in Healthcare Decision Making".
- I also undertook various trainings including HIPAA Security Training that is helpful to protect useful information and data.

OBJECTIVES OF INTERNSHIP:

1. To understand and familiarise with the work culture of Healthark Insights.
2. To undergo basic trainings required to work under projects.
3. To know and familiarise with Healthark team.
4. To apply the academic knowledge and perform primary and secondary research.

ORGANISATIONAL PROFILE:

Healthark Insights was established in 2016, by a team of consultants from top-tier strategy firms, with a cumulative experience of 100+ years. Over the last few years, Healthark has developed a team of experts from diverse fields such as consulting, pharma, medicine, medical devices, and digital health as well as public health and management with a common vision to cater to the healthcare and life sciences industry, along with a relentless focus on delivering executable solutions.

They put forward domain expertise, decades of experience and a passion for the client's success. They have helped established healthcare companies with real results by combining our in-depth industry knowledge – business models, specific challenges, technological landscape, and the market context along with our technical capability to create compelling solutions.

SERVICES PROVIDED BY ORGANIZATION:

1. **Strategy and Market Research:**
   Supporting customers with centered strategic questions by led market evaluations utilizing primary and desk research and data analytics.

2. **Digital Health:**
   With a digital data set of over 2000+ organizations, we work with digital landscape analysis for specific therapeutic areas/ diseases.

3. **Modelling & Forecasting:**
   We work with decision-based dynamic by supporting business sector estimating and income anticipating for both in-market and pipeline items.

4. **Real World Evidence:**
   Developed deep understanding around real world data; competent to perform due data diligence and analytics for commercial and medical continuum.

5. **Medical Writing:**
   In-house group of doctors with mastery in the field of Scientific writing, Physician Communication, Patient educational materials, CME etc.

6. **Artificial Intelligence:**
   Help our clients for settling on a business choice by AI driven analysis; developed expertise in voice analysis, NLP, image analytics and IOT base analytics.

7. **Business Intelligence & Reporting:**
   With business insight devices like power BI and Tableau, Healthark makes exceptionally intuitive charts and dashboards.

8. **Claims Analytics:**
   Healthark works intimately with medical insurance agencies, health systems and data science companies to understand and analyze the claim data.

9. **KOL Identification & Mapping:**
   KOL data fetching through various authentic sources, KOL validation, and KOL prioritization for various segments and geographies.

PROJECT UNDERTAKEN OTHER THAN DISSERTATION:

1. **Preparing reports for an internal project of Healthark Insights:**
   Insights 10 is an internal project of Healthark Insights where I was assigned the task of conducting market analysis for rare diseases using secondary research. This Market analysis will then later be beneficial for the clients who are interested in launching a particular drug or medical device in the market.

2. **Preparation of Articles with Power point presentation on following topics for website content:**
   a. Top 10 Healthcare Trends to Watch in 2021.
   b. Implications of Genomics in Virtual Clinical Trials

3. **Presentation on various projects:** Prepared a deck under the guidance of Ms Ritu Baliya on various topics.

4. **Training sessions were attended:**
   a. Basics of Power point presentation
   b. Aspects of Slide Formatting
   c. Analysis and Problem solving technique
   d. Owning up deliverables
   e. Basics of MS Excel
   f. Excel Forecasting Model, Business Plan
   g. Mail Writing
   h. Secondary Research: Tips and Tricks
   i. Storyboarding
   j. How to run a meeting: Minutes of meeting

5. **Market outreach:** mailing companies working on rare diseases, kidney diseases, Gastro-intestinal diseases, dermatology diseases.

6. **Created an industry advisory board to develop best practices and insights:** preparation of a team will help in preparing a better strategy for market outreach plan.

7. **Step by step planning on building recognition and insight in this space.**

8. **Scheduling podcasts:** Schedule podcasts for the client organisation.

9. **Drafting mails for marketing outreach:** Standard mails followed by follow-up mails and attached materials were being drafted for market outreach.

10. **Identifying potential clients for client organisation:** Secondary research was done to identify potential client.

11. **Attending daily scrum calls with client organisation at 6:00 pm (IST):** To discuss daily tasks and later update them about the tasks for the day and then later update them about the tasks completed at the end of the day.

12. **Internal calls:** Morning calls for daily tasks and evening calls for what was done and what is to be done next day.

13. **Scheduling calls for clients:** Whenever our main client reached out to potential clients for collaboration, my task is to schedule those calls.

14. **Transcription from Otter tool:** Otter is a tool which transcripts the audio into texts. Otter provides script after the podcast has been done. My task was to refine the script of podcast for uploading on the website.

15. **Preparing banners for podcasts:** Banners for podcasts were prepared.

16. **Calling out clients to adjust timings:** Whenever the clients had issues with the timings for meetings, my task was to re-adjust the timings for scheduling the calls.

17. **Identifying KOLs:** Key Opinion Leaders play an important role to provide an expert opinion on topics that we want to explore and work on. My task was to identify KOLs from Health systems to whom we can reach out.

18. **Preparing notes from client's calls to prepare proposals:** Whenever there were any calls of clients with our client, I listened to it and tried to know about their requirements and prepare a proposal for the same.

KEY LEARNINGS:

1. Understanding the work environment, operations, and management of Healthark Insights
2. Secondary research to identify potential clients
3. Basics of Power point presentation
4. Aspects of Slide Formatting
5. Analysis and Problem solving techniques
6. Owning up deliverables
7. Basics of MS Excel
8. Excel Forecasting Model, Business Plan
9. Mail Writing
10. Secondary Research: Tips and Tricks
11. Storyboarding
12. How to run a meeting: Minutes of meeting
13. HIPAA Security Training
14. Market outreach strategies
15. Transcription from Otter tool
16. Understanding work culture at Healthark Insights

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THANK YOU