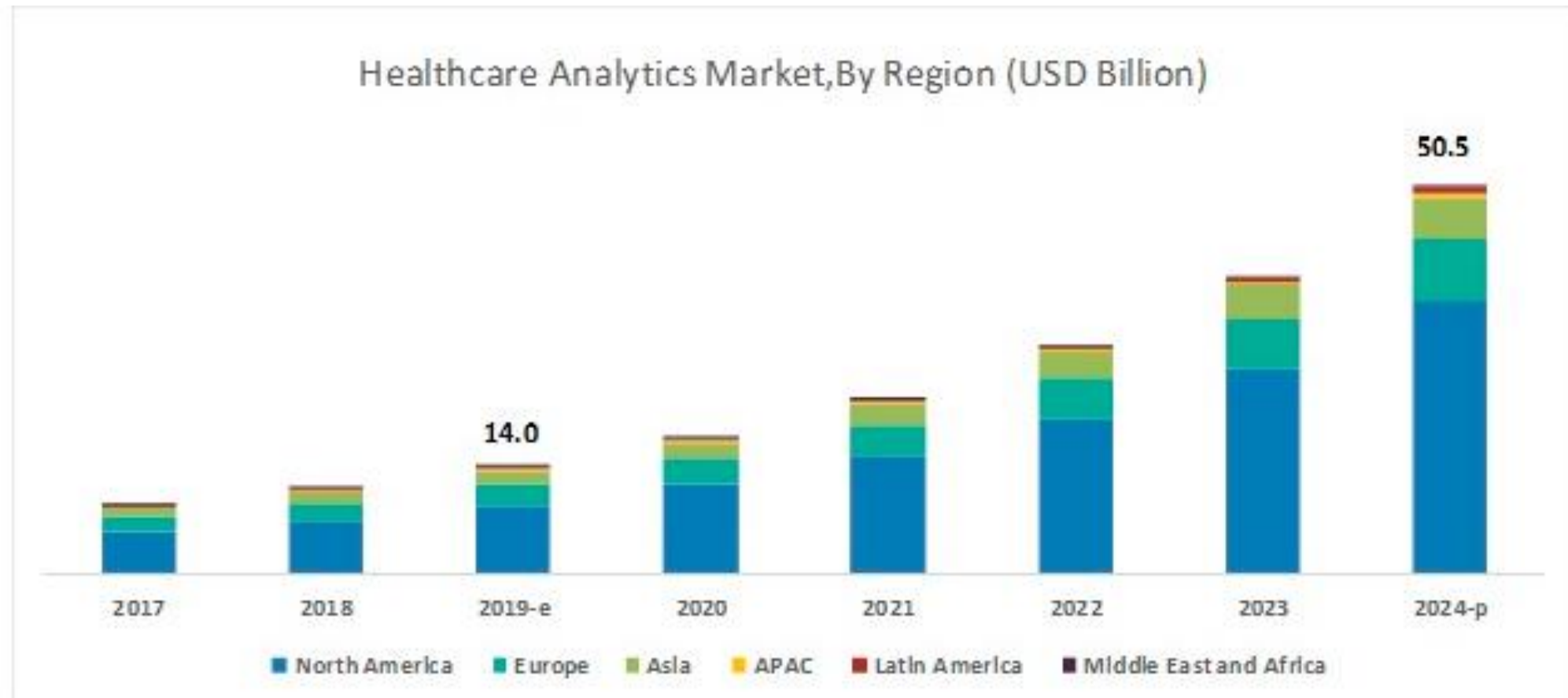


Advanced Post Graduate Diploma Healthcare Decision (Advanced) Analytics

India's First eSkilling Program in Healthcare
Decision Analytics Certified by Life Sciences
Sector Skill Development Council, National
Skill Development Corporation, Ministry of
Skill Development & Entrepreneurship,
Government of India



Global HealthCare Analytics Market, growing @fast pace



The next big thing in Healthcare

Attractive Opportunities in Healthcare Analytics Market



Why this Program ?

- Healthcare Decision Analysis is an emerging branch of applied healthcare research at the intersection of data science, business analytics, health economics, applied international health policy, insurance design and competitive business intelligence and pricing. Pharmaceutical companies, healthcare & insurance companies and governments use healthcare decision analysis use decision analytics in making critical decisions. All major pharmaceutical, consulting and life sciences IT companies need highly skilled decision healthcare analytics professionals.
- The program will prepare students for professional roles that demand technical skills and analytical abilities to address healthcare product value, access and reimbursement issues.
- It prepares candidates/ graduates for analytics-focused healthcare business careers. Each course is constructed in consultation with executives from global healthcare, biopharmaceutical, medical devices & diagnostics, and health insurance companies. Our targeted market research approach offers direct access to career-accelerating tools, tactics, and insights critical for making an immediate impact in advancing value-based healthcare.

What is Big Data in Healthcare?

- Big data analytics in health care providers with the insight of the huge amount of data and improved outcomes. It holds the promise to support many health conditions by analyzing the data. It's difficult or almost impossible to manage this huge amount of data, however, this technology has made it possible. Big data analytics in healthcare is getting an unbelievable response and expected to grow more than \$18.7 billion by 2020 (Source). It collects the data from four health care areas.
 - Claims and Cost Data
 - Pharmaceutical and Research & development data
 - Clinical Data
 - Patient Behavior and Sentimental Data
- By collecting data it has shown dramatic improvement in patient experience and quality treatment. It slowly accommodates the new technologies and helps people to make a better decision. It helps the patients to manage their health conditions in a more secure way.

Opportunities in Big Data Analytics for Healthcare

- Extract the most meaningful aspect of big data Healthcare by understanding the opportunities it can bring in the system and allow organizations to utilize enormous data efficiently.
- Big data analytics for health care contributes in to lessen the cost of health care.
- Big data analytics in healthcare combine clinical advancement and technology advancement to benefit the overall population.
- Big data offer new ways for healthcare organizations to develop actionable insight.
- It boosts the Smart healthcare system and provides them with the future-oriented vision.
- Big data analytics for healthcare enables better administration in clinical workloads.
- It can improve the operation efficiency and can revolutionize the healthcare industry.
- Big data analytics in healthcare effectively handles the huge amount of data.
- It helps in predicting and plan the responses to diseases effectively.
- It enhances the quality of monitoring clinical trials
- Big data analytics simplify the complexities and make data more accessible.
- Big data helps in predictive analytics.
- Data analytics can create business value and competitive advantages in the healthcare industry. It has lots of opportunities to improve healthcare quality and performance to reduce the overall cost. With improved technologies it easier to collect data and provide better care. It reduces the cost and allows patients to prioritize outcomes.

Who Should Do ?

- B.Tech / M.Tech – Computer Science / Information Technology
- M Pharm, MBA (with Lifesciences background)/ M.Sc.
- BSc/ MSc- Stats
- SAS/ SPSS Professionals
- Professionals working in Pharma Corporates (Marketing/ Sales/ HEOR/ Supply Chain)
- Professionals working in Consulting (Report writing/ CI/ Sales Analytics/ HEOR/ Forecasting)

Career Growth ?

- **Reporting Roles:**
 - Between 2000 and 2012, this was the major category of roles for business analytics professionals. The role was mainly concerned with “What (event) happened” rather than “Why did it (the event) happen”. However, most of these roles have evolved in recent times after companies automated a lot of these processes, and machine learning became popular. However, there are still a lot of roles that will have more than 50% work on reporting and the rest of the role in answering the question – “Why did the event happen?”.
 - This is a good role for starting your career in the analytics industry. But in the long run, you should take initiative and move into a role focused on either “What’s happening now?” i.e., business Intelligence/dashboard, or focused on “What’s going to happen next?” i.e., predictive analytics.
 - **Intermediate Analytics Roles:** The roles in the intermediate analytics field are also quite diverse. One extreme role in this category will be focused on Business Intelligence trying to solve “What is happening now?”. The other extreme in this category will be highly business-focused roles like Product Pricing, where you are required to create a lot of business scenarios and finding the optimum price for the products your company is selling.
- **Strategy Roles:** Corporate strategy is when you work on a corporate level answering questions like “What is the right business portfolio for your company?”, “To reach this portfolio, what new businesses do you need to acquire/invest/grow/shut down?”.

Why US ?

Simple and Industry Oriented training without much usage of Jargons

We will be working on real time healthcare data (no course has this):

- RWE Data
- APLD data
- Patient level data
- Claims data Prescription data
- Sales Data
- Promotional data

Tailor made program to enter decision/ commercial analytics opportunities in Healthcare/ Pharma/ Consulting companies

Trainers from Industry, from companies like

DRG

ZS associates

Eversena

Optum

Syllabus/ Modules

Modules	Topics	Case studies
Basics of Healthcare	Introduction to US + Europe Healthcare System	1
	Introduction to Pharma Analytics/ Consulting	1
Datasets Understanding	IQVIA/ NPA/ NDTI/ Symphony/ Intrinsic/ Flatiron/ Truven/ Claims Data	4
RWE	Basics of HEOR/ RWE	2
Reporting	Basic Excel	1
	Advanced Excel	1
	VBA Macros	1
	Dashboard Designing's	1
	Reporting Techniques (Tableau/ Power BI)	1
	Projects	NA
Database Management	MS access	1
	SQL	2
	My SQL	2
	Projects	NA

Syllabus/ Modules

Modules	Topics	Case studies
Business Intelligence	Tableau	1
	Power BI	1
	Click Sense	1
	Projects	NA
Data Science	R Programming	1
	Python Programming	1
	Project	NA
Used Cases	Patient Level Analytics	1
	Physician Level Analytics	1
	Indication Level Analytics	1
	Assessing medication compliance	1
	Geographical/Product/Indication level patient share	1
	Top Treatment Choices and Treatment Pattern	1
	Payer Level Analytics	1

Trainers: Vivek Rathod



Profile overview

- 12 years of experience in the area of marketing & sales operations with proficiency in data analytics, data strategy, real world evidence, market research, sales force effectiveness and reporting

Experience:

- **Data Analytics: Business decision enabling in Launch analytics, APLD, Customer switching analysis**
 - Product launch analytics including prescriber behaviour, payer needs, patient profiles, market segmentation, & targeting. Commercial analytics for Oncology, Neurology, Haemophilia, Respiratory for multiple clients
- **SFE & Reporting: SFE & reporting for brand performance, IC and weekly field reports**
 - Sales Force Effectiveness (SFE), Incentive compensation design, reporting along with monthly operations for products in Oncology, Dermatology, Neurology & Endocrinology therapy area
- **Data expertise**
 - Claims data (IQVIA, DRG), Physician and hospital level sales data from different sources (Xponent DDD, SP, SD)

Role & employment details:

- Vivek is currently working in Eversana consulting in the field of Decision analytics and commercial operations. Prior to this, he has spent 3.5 years at ZS Consulting and another ~2 years in PharmaACE. At ZS, he was part of Business Operations Consulting team. He has worked on US pharma analytics & SFE projects while at ZS. In PharmaACE expertise is on real world evidence analytics, data reporting, and commercial analytics

Education:

- Master of Business Administration: 2012
- Bachelor of Technology: 2007

Skills & Expertise:

- Expertise in PowerPoint, Excel, Tableau, Territory alignment tools
- Six Sigma Green belt certification

Trainers: Prashant Nehete

Overall 22+ years' experience in the IT industry providing Enterprise Architectures, Enterprise SOA solutions based on Java/JEE, Oracle, IBM, Open Source technologies, Big Data, Data Science & Artificial Intelligence.

Have architected and built scalable enterprise solutions, transaction processing systems applying varied distributed computing protocols, products/platforms.

Hands-on technology evangelist with a proven track record in architecture, design and implementation of large, complex, business critical IT solutions for global customers.

Experience in Agile Methodologies, TOGAF, Oracle Enterprise Architecture Framework

Specialties:

Oracle Fusion Middleware Architecture assessment and consulting
Deployment Architecture definition for scalable, secure, high availability solutions
Architecting solutions in complex, multi-vendor engagements
Technology research and emerging technology market assessment
Expertise in developing tools & architectural frameworks

Technologies:

Oracle - SOA suite, OSB, ODI, BPM, BAM, Oracle AIA Foundation Pack, Oracle EM grid, Weblogic, Java/JEE

Data Science - Python, R, Tableau, Power BI, Big Data, Machine Learning, Artificial Intelligence

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Trainers: Dinesh Pandey

14+ yrs of experience in Lifesciences/OTC/Consumer care Management consulting (RWE/ HEOR/ Business Analytics/Competitive Intelligence/ Sales Force Effectiveness/ and Market Research)

- Over the years' experience working across hierarchy (off-shore) including leading off-shore delivery based out of India (Currently leading team of ~200 people)
- Conducted corporate trainings for Big Pharma (Novonordisk/ AstraZeneca)
- Visiting Faculty (IIHMR/NIPER/ Sybiosis/ Cliniminds/ Dr. KNMIPER, etc.)
- Datasets worked on :
 - Anonymous Patient level Data:IQVIA, Symphony, Truven, Flatiron
 - Sales Data: Euro monitor International, IMS NSP, IMS NPA, IMS APLD, Internal sales data
 - Promotional Data: CD Promo
 - Epidemiology databases: WHO, Globocan and other public databases
 - Pipeline Database: Adisinsights, Citeline, Cortelis
 - PMR data: Synovate/Kantar/AC Nielson
 - Deals Database: Newport/Strategic Transactions
 - Other Database: Factiva, Bio space, others
 - Consolidated reports: IMS, Decision resource, Data Monitor, Knowledge Reuters
 - Patient leve data
 - APLD data

Current Recruiters in India



Hierarchy

Team Member	Average CTC (in Lakhs)	Skill Sets	Responsibility
Principal	22-35	Over 18 years of global experience in Decision Analytics, strategy development,	Engagement ownership and stewardship, onshore point of contact and delivery accountability
Delivery Head	17-22	Over 15 years of experience in Decision Analytics, functional area expertise along with engagement management	Overall delivery responsibility, solution designing, practice development, Talent management, business research expertise
Engagement Manager	12-17	Over 10 years of experience in Decision Analytics, strategy development & functional area expertise	Engagement delivery, Project methodology development, client management & communication, Therapeutic Area expertise
Consultant	7-12	Over 4-5 years of experience in Decision Analytics	Project methodology and management, generating insights, quality control and ensuring execution excellence. Forecast methodology development, assumption building and report generation
Decision Analyst	4.5-6.5	0-2 years of experience in Decision Analytics	Decision analysis, Secondary research and analysis, Information gathering, understanding data gaps

For more information, please contact :

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