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Institute of Health Sciences Training & Management
AN ISO 9001:2015 Certified Academy

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Assuring and Advancing Quality in
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Advanced Post Graduate Diploma Pharmaceutical Business-Analytics

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

India's First Industry Academia Collaborative Pharmaceutical Business Analytics
Program Jointly offered by Cliniminds, Thinki & Industry Experts

The Best Career Opportunity for Pharma, Dental & Life Sciences Graduates & Post Graduates

The pharma and life sciences industry currently globally pegged at US$874 billion is expected to reach US$1.22 trillion by 2022. The key drivers for growth are increasing life style diseases, such as cardiac disorders, diabetes, cancer etc., increase focus on personalized medicine, better understanding of human genome and its relationship with disease and tremendous technology development in healthcare. However in view of rising healthcare costs, the sector is facing challenges like increased regulatory oversight, decreased R&D productivity, growth and profitability challenges, and big data generation. These challenges are forcing pharma and life sciences companies to rework their strategies by leveraging extensive analytics and business intelligence tools.

Indian healthcare sector is fifth largest employer and currently provides employment to nearly 50 Lakh professionals (directly or indirectly). It is one of the fastest growing sectors with a CAGR of 22.9% and is slated to reach a value of USD 280Bn by 2020. Among all healthcare sectors, Pharmaceutical and biotech sectors would be one of the most aggressive sectors within healthcare and are expected to grow at CAGR of 12% and reach a value of USD 150Bn by 2020. The tremendous growth in pharma and biotech sector is driven by higher penetration of medical services, lower costs related to research and development, and policy support from government.

In view of growth in Indian and international pharma and biotech market, there would huge demand for professionals, with deep scientific, technology and data analytics capabilities. These professionals will play critical role in decision making within these sectors.

Job Market in India

According to NASSCOM, India's analytics industry is expected to grow eight-fold to US$16 billion by 2025 from the current US$2 billion. There are over 90,000 professionals employed in the analytics industry. Out of this around 20,000 professionals are employed by the pharma analytics companies alone.

With the 20% CAGR, this segment is expected to add thousands of new positions every year.

Once one has acquired pharma analytics skill set, multiple opportunities exist within India and internationally.

- Market for commercial pharmaceutical analytics is expected to grow globally at the rate of about 20% from 2016 to 2027. Some important analysis :

- The global commercial pharmaceutical analytics market is expected to touch US$25.6 billion by 2023, which would be 34% of total business.

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- North American Region holds the largest market share of 47% of the commercial pharmaceutical analytics market and expected to reach US$4.2billion by 2027 from the current levels of US$507 million. Europe is the second-largest market for commercial pharmaceutical analytics with estimated market size of US$2.6 billion by 2027.
- However, Asia Pacific market would be the fastest growing market and expected to grow at a CAGR of 20.8% from 2016 to 2020.
- Out of all segments of pharmaceutical analytics, descriptive analytics accounted for the 78.34% of the market share in 2015.

The pharmaceutical analytics market has four key segments

1. Reporting
2. Descriptive Analysis
3. Predictive Analysis
4. Prescriptive Analysis

Application of Analytics in Pharma & Life Sciences

- Regulatory compliance/internal reporting
- Marketing / Sales Support
- Product/Service Enhancement

The Skill Gap

Given scientific bent of mind, these developments, present multiple employment opportunities for graduates and post graduates with life sciences, pharma, medical computer science and information technology background. However, in the past decade there have been tremendous developments that have revolutionized the healthcare industry more specifically pharmaceutical industry, dominant ones being, big data and data analytics, advanced analytics, rapidly evolving trial designs, and rising role of business intelligence tools and platforms. In addition, as the globalization and business complexity has increased, there is a need to have strong project management skills and team handling capabilities.

Current curriculum of life sciences graduates, does not impart these skills and thus graduates face tremendous challenge when employed by industry. In-addition, the life sciences graduates lose out to non-life sciences background graduates as analytics and project management are part of their curriculum.

Companies across all sectors of healthcare industry have repeatedly highlighted these as the major challenge for non-employability of life sciences graduates. Given the pace of development and cost pressures, companies prefer trained graduates who can hit road running as soon as they are hired, over those graduates who require basic training in analytics.

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Pharmaceutical Business analytics course is designed to mitigate the above skill set gap, through enhancing your analytical and project management skill sets, and provide you an edge in the job market.

The program is a unique blend of pharmaceutical technology and business analytics content. The course will encompass 4 core modules focused on pharma and biotech industry.

Substantial focus of the program would also be on professional skills to enhance career opportunities through professional development including soft skills, interview skills, networking, presentation and communication skills.

Domain

- Disease Related Training
- Pharmaceutical Industry
- Introduction to different healthcare System (US/ EU/ others)
- Introduction to different regulatory environment (US/ EU/ others)

Analysis

Pharma focused trainings on:

- Big data and data science
- Forecasting– Basic & Advanced
- Consulting skills
- Primary research
- Strategy
- Market Estimation/ Assessment
- Competitive Intelligence
- HEOR – Pricing & Reimbursement
- Intellectual Property Rights

Project Management

- Project Management
- Concepts
- Client Management

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IT Skills & People Management

- Excel - Basic & Advanced
- Python
- Tableau
- SQL
- PowerPoint
- Team handling
- Soft skills
- Communication skills

Domain

This would include industry relevant training on pathophysiology, segments, treatment guidelines, trial analytics, pipeline assessment and unmet need assessment for diseases. Key therapy areas that would be included: Oncology, Diabetes, Cardiovascular, Rare diseases and metabolic diseases. This module will also include training on healthcare structure of USA, EU, India and other geographies.

This would also include relevant training on pharmaceutical industry, marketing, emerging trends, pharmaceutical processes and production

Analytics

Trainings would be pharma and industry relevant:

RWE - Real World Evidence (Clinical Trial Optimization; Commercial Analytics, Comparative Effectiveness Research, Value Based Pricing, Evidence Based Medicine, Medical Writing & Systematic Literature Search)

Excel Analytics: Using excel for analytics in pharma industry, applying basic analytical and advanced analytical formulae and skills to derive insights related to data.

Basic & Advance Sales Force Analytics

Big Data and Data Science: This would provide knowledge regarding role of big data analytics in pharmaceutical industry. Focus of this course would be to make graduates aware of technologies and platforms and how use them for analytics in the industry. Key topics that would be covered:

- Hypothesis generation
- Introduction to database systems,
- Data analytics languages (Python)
- Introduction to Data visualization tools (Tableau)

Forecasting: This would provide training on relevant forecasting techniques such as patient based forecast, sales based forecast, using simulations, and portfolio valuations.

IP Research: This would provide training on IP Research techniques. Consulting Skills: This would provide training on hypothesis generation, consulting frameworks, and would involve case studies from pharmaceutical industry, with a focus to develop critical thinking and business decision making skills

Primary Research: This would provide training on various primary research analytical techniques used in pharmaceutical industry. Training will include qualitative and quantitative research, and would make students well versed with questionnaire design, data collection, analytics and insight generation.

- Market Estimation
- Strategy Support
- Competitive Intelligence
- Fundamentals of Financial Analysis
- Consulting Framework

Project Management

This module will focus on making students well versed with concepts of project types, stakeholder management, time management, risk management, quality management and communication management. The aim of this core will be to make student efficiently handle projects within the industry. This would also cover operational excellence (Lean & six sigma concepts).

Professional Development & People Management: This module will arm student with skills critical for working in teams and soft skills, interview skills, networking, presentation and communication skills which play important role in corporate organization.

Program Faculty

Faculty for this program is one of the best in the industry. Our team of experts consist of:

Mr. Dinesh Pandey - **Chief of Staff - PharmaACE**

Dinesh has 14+ years of experience in Healthcare/Life sciences Management consulting (Business Analytics/Competitive Intelligence/ Forecasting/ Sales Force Effectiveness/ and Market Research) in healthcare and pharmaceutical industry. He has hands-on experience of working with Top 10 global pharma in the areas of CI/Market Research. He has Anchored BD efforts for a Pharma consulting firm.

He has keen interest in comprehending evolving business / technology / Life Sciences & Healthcare domain landscape and how it can be leveraged to improve commercialization and consolidation. Conducted several corporate Training (Novonordisk) and is Visiting Faculty (IIHMR/ Cliniminds/ Dr. KNMIPER, etc.)

Previously worked in Cipla, PharmaARC (now IQVIA), Data Monitor and Indegene

Mr. Sunil Singh - Senior Manager – Corporate Strategy & PMO
ACG

Sunil is Life-sciences and Pharma professional with 10+ years of experience across the entire pharma value chain (from manufacturing to maximizing market access to corporate strategy). In his current role, he is part of an internal corporate strategy consultancy function, advising ACG's four businesses, including Capsules, Equipment, Packaging and Track & Trace in growth strategy, strategy planning, go-to-market, program management, and organization design projects. He has broad experience at all management levels, senior executive communication, and stakeholder management.

He has earlier worked as Manager Life Sciences Consulting with Tata Consulting Services and Kinapse. He has also worked with Deputy Manager, Global Market Access with GSK. He has strong experience in the areas of Competitive Intelligence, Pricing, Health Economics, Primary Research, Real World Evidence and several other areas.

Mr. Karthikiyan V, Co-founder, Medeva

25 years experience in global market intelligence and analytics across domains: setting up and running new businesses. He is passionate about how data can help change organizations and bring about positive change.

Kartik has founded Medevaa long with Dr.Kalha. Kartik has been instrumental in converting the vision of 'access to quality health for all' through e-health initiatives into a functional product that can be implemented.

Dr. Uday Pratap Singh - Clinical Data Lead

Dr. Uday completed his BDS from a reputed dental college Bangalore in 2013 and MDS from a well-known dental college in Delhi NCR in 2017.

Dr. Uday conducts himself as the Clinical Officer and GM Operations at Medeva.

Being a clinician helps him bring in the domain expertise required to build hypotheses, interpret findings, recognize patterns, and unearth insights from Clinical Data. He specializes in interpretation of Clinical Data, and identification of emerging clinical patterns.

Dr. Venugopala Rao Manneni - R and Modeling Expert

A doctor in statistics from Osmania University. Venu's primary responsibility is to architect the solutions for the data driven problems using statistical methods, machine learning, AI and deep learning algorithms.

He has been conducting training sessions and workshops for both college students and working professionals on various topics (in the area of Data Science and Machine Learning) ranging from basic appreciation courses for beginners to advanced courses using R and Python. He is a visiting faculty at Osmania University and part of their analytics advisory group

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Rama Regulla - Research Practice Lead

She has been a research and analytics professional for over two decades. Her expertise lies in finding solutions to business problem by providing insightful, data driven findings that create business value for clients. Prior to Medeva, she has worked with ORG-MARG (now AC Nielsen), TNS, and Indica Research (now Ipsos). She is a management post graduate from XIM and a Mathematics & Statistics major graduate.

Sandhya Tanneer - Pharma Analytics Lead

Sandhya holds MSc Statistics degree from Osmania University. She has 11+ years of experience in Data processing and Analytics and At Medeva, she leads Healthcare Insights.

She has worked on multiple studies dealing with physicians, patients and care takers across multiple disease areas. She has applied statistical analytical techniques like Conjoint analysis, Maxdiff, Factor and Cluster Analysis, decision

Trees, Turf analysis, Jaccards etc. and has architected solutions using such techniques.

Naveen T - Visualization/Analytics Lead

Naveen Kumar has over a decade of experience working with data.applying a range of approaches right from simple cross tabs to multivariate statistical applications and machine learning techniques. Some of his work deals with creating deployment tools on Trade off, Segmentation, Forecasting and Classification techniques.

In terms of tools, although lately he has been using more of R and Python, he very well versed with Quantum, Wincross, Tableau, SPSS, Sawtooth, CBC-HB. He is the Visualisation champion a Medeva and has extensively worked on Tableau.

Abhishek Kapoor - Python & SQL Resource

A software professional who likes to execute projects using open source and free software. He holds credible experience in Product Development using Python and PHP. At Medeva, Abhishek leads Product Development. He actively contributes to different stages, right from setting the algorithms at the back-end to ensuring the Data Analysis process runs smoothly.

Dr. Veepra

Dr. Veepra heads the Clinical Operations at Cliniminds and has extensive experience in clinical trials. She leads the clinical trials training domain and has trained over 4,000+ students, who are successfully placed in the industry. She has worked with over 5 years in clinical trials sector on various positions on global clinical studies.

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Mr. Kuldeep Kinja

Kuldeep Kinja is post graduate in Pharmacology (M. Pharmacy) with 8+ years of experience as pharmacovigilance professional with key competency skills in clinical pharmacology, drug safety call center, medical information handling, case processing, aggregate reports, validation, quality assurance, audits &inspections, pre-sales, corporate trainings and people management.

He is currently working as a Senior Pharmacovigilance trainer (PV) and PV consultant with Tenet Health Edutech Pct. Ltd. and his key responsibilities includes developing modules and training material on pharmacovigilance, delivering end to end pharmacovigilance training, participating in business development activities related to any opportunities in pharmacovigilance domain.

Training Methodology

This is very unique program, first time launched in India, fully managed by industry experts.

Program would be a perfect balance between theory and hands on training. Several case studies have been integrated in the program for every module.

There would be optional internship for the students who are currently not working and need hands on training.

Training Outcomes

Completion of training will evolve a life science graduate to a well-groomed pharmaceutical business professional who can take on multiple analytics roles not only in pharmaceutical industry but across healthcare industry (hospital, biotech, and insurance).

Trainers / Faculty

Program is led by a senior medical and pharmaceutical industry professionals with average experience of 10 - 12 years within healthcare consulting and analytics sector. Team has worked in several fortune 500 and other leading companies and have handled global leaders from top 10 pharmaceutical companies as clients.

All trainers are from pharma & medical, analytics, data science, information technology and other related domains.

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Career Growth

Pharma analytics career offer long term career growth opportunity for the medical, pharma life sciences professionals. There are opportunities in Consulting, Business Development and Operations. Some examples are:

Chief Executive Officer / Vice President	15 – 20 Years
Director	15 – 20 Years
Senior Managers / Principal Analysts	8 – 10 Years
Senior Business Development Managers	8 – 10 Years
Engagement Managers	8 – 10 Years
Project Managers	5 – 6 Years
Senior Consultants	2 – 5 Years
Business Analyst	0 – 2 Years

Key Job Roles

Key Job roles for which this training will be relevant:

1. Business Analytics
2. Market Research
3. Business Analytics
4. Business Development
5. Client Facing Roles
6. Team Lead/Managerial
7. Business Improvement Specialist
8. Data Scientist

Key Recruiters in India

- QuintilesIMS Health/IQVIA
- Grail Research
- Genpact
- Copal Partners
- Evalueserve
- Bioxel
- WNS
- Value Edge
- Smart Cube
- Smart Analyst
- Cognizant
- TCS
- Accenture

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- Universal Consulting
- Prescient Consulting
- Strategic Decision Group
- KPMG
- BCG
- PwC
- Technopak
- Deloittee
- Health Analytics India
- HCL Lifesciences

Delivery Mode

Live Interactive Sessions with Industry Experts.

Candidate with good English communication skills and good computing skills like Microsoft Office, (excel, power point, word) would be given preference.

Admission Criteria

Education Qualifications: Bachelor or Master's degrees in Medicine, Life Sciences, Pharma, Biotechnology, Biochemistry, Microbiology, Information Technology & Computer Science with minimum 60% marks.

Candidate with good English communication skills and good computing skills like Microsoft Office, (excel, power point, word) would be given preference.

Job Placements

Cliniminds has robust job placement program in place since 2004. After successful completion of the program, students would be provided placement opportunities across India. Key cities are New Delhi NCR, Mumbai, Bangalore, Hyderabad, Chennai and Pune.

Accreditations

Cliniminds Programs are accredited by the Accreditation Council for Clinical Research Education, USA and Pharmaceutical Society of India, India.

Drug Information Association: Cliniminds is Student Chapter of DIA (Drug Information Association) - global association of pharma, research and life sciences companies. All successful students would receive 1 Year membership of DIA.

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Educational Loans

Cliniminds has tie ups with financial institutions for the education loans.

Location:

Cliniminds NOIDA – Head Office
Contact Us: For more information,
Please contact +91 9810068241; 9910068241; 9560102589

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