# IIHMR UNIVERSITY, JAIPUR EVENT OUTCOME REPORT

"Know your Alumni Episode 63"

### "Know your Alumni Episode 63"

**TOPIC**: "Insights into the Vascular Medical Device Industry"

**DATE:** 4<sup>th</sup> Oct 2024 from 10.00am to 11.30am

VENUE: Basement Classroom, IIHMR University, Jaipur

SPEAKER: Mr Punyarth Singh (SPM Alumnus 2010-12), Sr ASM -Vascular, Teleflex Medical, Jaipur

**NUMBER OF PARTICIPANTS: 44** students from 2<sup>nd</sup> year MBA (Pharmaceutical Management).

**INTRODUCTION:** The 63<sup>rd</sup> episode of the Know your Alumni titled "Insights into the Vascular Medical Device Industry" – held on 4<sup>th</sup> October 2024, at IIHMR University. This session featured as the guest speaker Mr. Punyarth Singh (SPM Alumnus 2010-12), Sr ASM -Vascular, Teleflex Medical, Jaipur. The event was moderated by Dr Saurabh Kumar Banerjee, Associate professor, SPM IIHMR University, Jaipur and student moderator Ms. Hitisha Kadu from the PM- 15. The session focus on "Insights into the Vascular Medical Device Industry"

**OBJECTIVE:** The guest lecture on "Insights into the Vascular Medical Device Industry" focused on the latest innovations and technological advancements driving the sector. It will explore the growing scope of the industry, highlighting emerging trends and future opportunities for development. The significance of these technologies in improving patient outcomes and addressing unmet medical needs will be emphasized, showcasing how they enhance the quality of life for patients with vascular conditions. Additionally, the lecture will shed light on the expanding career and market opportunities in this rapidly evolving field.

### **Salient Novel Points Covered:**

**ROLE:** As an MBA professional in the vascular medical device industry, the role is cantered around strategic management, marketing, and business development. MBA professionals work on identifying market opportunities, developing go-to-market strategies, and positioning products like stents, catheters, and grafts to meet both clinical needs and business goals. They collaborate with R&D teams to align product innovations with market demand, manage product lifecycles, and lead pricing, branding, and promotional activities. Additionally, they are involved in navigating regulatory and compliance challenges, conducting market analysis, and driving sales strategies to expand the market reach of these devices. Ultimately, their focus is on balancing patient needs with profitability, ensuring that cutting-edge vascular devices are successfully brought to market while driving growth and competitive advantage for their companies.

#### KEY TAKE AWAY POINTS FROM THE SESSION:

- Wide-ranging career opportunities in areas such as product management, marketing, sales, regulatory affairs, and research and development.
- Roles focused on driving innovation and developing cutting-edge medical devices to address unmet clinical needs.
- Marketing and business development positions involve understanding market dynamics, creating strategies, and launching products.
- Careers that require expertise in regulatory compliance to ensure device approvals and safety standards.

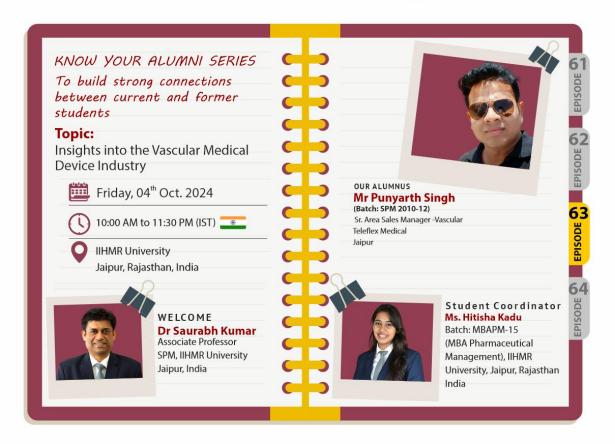
• The industry presents strong growth potential, offering continuous opportunities for professional advancement and leadership in a dynamic, evolving field.

**Q&A** and Interactive Session: The session encouraged active participation from students, who not only clarified their conceptual doubts about the medical device sector, but also asked relevant questions about how to enter into the niche market of medical device in vascular field and progress further in their career.

**Future Scope:** The future of the vascular medical devices industry is set for significant growth, driven by technological advancements such as artificial intelligence and minimally invasive procedures that enhance patient outcomes. The aging population will increase the demand for vascular treatments, while emerging markets present new opportunities for expansion. The evolving regulatory landscape will also create avenues for innovation in compliance and approval processes. Additionally, the focus on personalized medicine will lead to the development of customized devices tailored to individual patient needs. Overall, the industry is poised for innovation and market expansion, with a strong emphasis on improving patient care and addressing unmet medical needs.

**Appropriate caption for the webinar:** "Exploring the Future of Vascular Health: Innovations in Medical Devices"

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# **Know Your Alumni: 63**

Date: 04/10/2024(10:0 AM to 11:30 AM)

Attendance Sheet				
Sr. No.	Students Name	Stream with Batch	Sign	
1	Prachi Pandey	PM-15	dadi	
2	sakshi zod	PM-15	Salsto'	
3	Deepesh brokwad	PM-15	Weepeth	
4	Pranav Ayush	PM-15	Banan.	
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6	Mausam Kamari	PM-15	(M)	
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18	Jaya sinhe	pM-15	(3)	
19	Shayna Gordhau	PM-15	0	
20	Vaibani Manore	PM-11	Sanhak	
21	Sarthak John	PM-15	Halmura	
22	Harmuch Chaudhery	PM-15	业	
23	Harshal Bagherwal	PM-15	Detron	
24	Ashieh Eaini	PM-15	KILIKY	
25	Menin Mather	PM-18		
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27	Arjan Mankodi	12M-15	Arian	
28	Janui Agarwal	PM-15	Janu	
29	Promodita shende	PM-15	Pramounta	
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# **Know Your Alumni: 63**

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33	Sukhda Thakur	PM-15	(9.	
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34	Shubham Jadhan	PM -15	Shulph	
35	sejal ubole	PM-15	5	
36	Mitale Bhises	PM-15	M	
37	Yash sarda	PM-15		
38	Varsue Mittal	PM-K	yash verelle	
	Jainan Kothavii	PM-15	I	
40	Shruh Shukla	PM-15	5	
41	Vedant Bhott	PM-15	R	
42	Drunika sharma	PM-16	Drum	
43	Sakshe Mishre	PM-15	sekeri	
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