





Welcome To **assānsa**

We are a young, niche, health care consultancy with heart, spirit, and soul!

We celebrated 10 enriching years of our journey in September 2017, and we look forward to our travel in the next phase of our journey with joy, curiosity and passion.

We do only a few things, but we do them rather well (of course, that's for you to judge....)

In essence, we are a team of “Wholesome Health Care Professionals”, engaged in providing Professional and Personal Development Programs and Services to Health Care Professionals – Clinicians, Pharmaceutical Physicians, and Allied health care staff. We do care about the people we work for, and work with, and we strive to deliver – simply put, in their success, we see ours.

Beyond this, we would rather let our work speak for itself.....

I invite you to spend some time reading through our brochure to get a better understanding of who we are, and what we do...

Dr. Aamir Shaikh
(Founder, Assansa)

About **assānsa**

Our:

- ◆ Purpose and Values
- ◆ Business Philosophy and Model
- ◆ Consultancy and Service Offerings
- ◆ People
- ◆ Values Explained
- ◆ Clients, Partners, Associates

Assansa came into existence on 1 September, 2007

Our Purpose: "Helping Health Care Professionals Grow"

Our Values: Wholesome Professionalism, Shared Prosperity, Trust

Yonke Name - ASSANSA
 Aug 2007
 - LTHM FTH
 - Motara
 - Impara
 - Media ASSANSA
 - HAH ASSANSA
 - NoSa-FaSh ASSANSA
 - Sh No Sa
 - N/SAR SSA
 - Helping People Grow SCIARTICAR MSD.
 - SANOSAR NS
 NOSARSH. SCIARTICA
 - NO SA AR SH
 Helping People Grow. SCIARTICA
 - NO SA AR = SSAM Healthcare Consulting, Education,
 SA NO SA ARSH SCIARTICA + Training
 - SANOSARSH = Sanosar
 SA NO = Science + Art
 - SASH - NO SAR
 - TARAQ TIKICKI - Healthcare Consulting
 - Ship And More - Science + Art
 For Health + Health

Aug, 2007 Assansa
 HC
 Our purpose - Helping HCP's Grow
 Our Values
 - Balance
 - Diversity
 - Trust + Integrity
 - Flexibility
 - Shared Prosperity
 - Hospitality + Humanity
 - Humility
 - Passion and Joy
 Growth + Shared Prosperity
 Trust + Integrity
 Balance + Diversity
 Wholesome Professionalism
 Shared Prosperity
 Trust

Our Purpose Explained

“Helping Health Care Professionals Grow”

- ◆ **Helping** - assisting, advising, consulting, providing, facilitating, educating, training, advocating, coaching.
- ◆ **Health Care Professionals** - primarily the community of medical professionals (doctors) but includes all “professionals” who discover, develop, regulate, commercialize, administer, provide, prescribe, purchase, and use health care products and services.
- ◆ **Grow** - professional and personal development; where feasible, also a spiritual advancement - a wholesome growth.

Our Purpose: “Helping Health Care Professionals Grow”

Our Values: Wholesome Professionalism, Shared Prosperity, Trust

Our Work Approach – HEAL

**HHealth Care & Wellness
(Consultancy - Service)**

- 1. Medical And Allied Professionals/Organizations**
- 2. Pharmaceutical Industry Professionals/Organizations**

**Education & Learning
 (“PDPs/CLEs” - Value)**

**Professional And Personal Development Programs (PDPs)
And Services- Customized Learning Experience (CLE)**
Effective, High Quality, PDPs For Health Care Clients/Audiences
Continuing Professional And Personal Development And Growth

**Access & Advocacy
(Learning Material - Reach)**

Access Initiatives - Knowledge/Content/Resources
Open Access Of PDP/CLE Learning Material For Education And
Advocacy Uses, To Increase Reach And Cascade The Learning

**Leadership & Growth
(Self And Others - A
Leader Community)**

Health Care Leadership Development
Leading Self And Others - A Wholesome, Holistic Leadership
Development And Growth
A Community of Sound Health Care Leaders in India, And Beyond

“Helping Health Care Professionals Grow”

Medical And Allied Professionals / Organizations



Continuing Professional Development For Health Care Professionals

D R E A M Domains - Development Themes / Topics / Programs

Doctor - Clinician

- ◆ Becoming an Advanced Health Care Practitioner
- ◆ Humanism, Professionalism, and Ethics - Dissecting the Dilemmas
- ◆ Clinical Reasoning, and Problem Solving
- ◆ Sound Judgment, and the Reflective Practitioner
- ◆ Effective Communication in Clinical Practice
- ◆ End of Life Care - Issues and Solutions
- ◆ Evidence Based Medicine - From Evidence to Practice
- ◆ Team Work in Clinical Practice Settings - It Counts

Researcher - Scholar

- ◆ Drug Discovery, Development and Commercialization
- ◆ Evolution, Principles, and Practice of Good Clinical Practice (GCP)
- ◆ Bioethics - Principles and Practices
- ◆ Clinical Trial Regulatory Environment - Regulations and Guidelines
- ◆ Clinical Study Design and Protocol Writing
- ◆ Clinical Study Conduct and Project Management Basics
- ◆ Medical Statistics for Clinicians - What do the numbers tell us?
- ◆ Medical / Scientific Presentation - Speak Easy! Speak Well!
- ◆ Medical / Scientific Writing and Publishing - Write Right!
- ◆ Setting up an Institutional Clinical Research "Secretariat"

Educator - Teacher

- ◆ Designing and Developing a Medical Educational Course
- ◆ Designing, Developing, and Implementing a Medical Curriculum
- ◆ Adult Learning Principles - Small / Large Group Teaching
- ◆ Problem Based Learning and Patient Centered Learning
- ◆ Distance Learning in Medical Education
- ◆ Approach to Life Long Learning

Administrator - Service Provider

- ◆ Time Management and Prioritization
- ◆ Conflict Management
- ◆ Negotiation Skills
- ◆ Financial Management for Health Care Professionals
- ◆ Interviewing and Hiring Skills for Health Care Professionals
- ◆ Performance Management for Health Care Professionals

Mentor - Leader

- ◆ Self-Leadership - Personal Leadership Development Plan
- ◆ Principles and Practices of Leadership
- ◆ Leadership in Clinical Research
- ◆ Leadership in Medical Education
- ◆ Leadership in Academic Medicine
- ◆ Health Care Leadership in the 21st Century

Continuing Professional Development (CPD) Programs Are Designed And Delivered Through Customized Learning Experiences (CLEs) Per Specific Client / Audience Requirements.

“Helping Health Care Professionals Grow”

Pharmaceutical Industry Professionals / Organizations

◆ Pharmaceutical Medicine Domains

- ◆ Medical Affairs
- ◆ Clinical Research
- ◆ Regulatory Affairs
- ◆ Allied Functions



◆ Consultancy Services and Deliverables

- ◆ **Select Medically-Oriented Engagements**
- ◆ **Continuing Professional Development For Medical / Allied Staff**

Pharmaceutical Industry Professionals

“Select Medically-Oriented Engagements”

- ◆ **Industry Knowledge** - Pharmaceutical; Health Care; Other Allied
- ◆ **Human Systems** - Anatomy, Physiology, Pathology; Terminology
- ◆ **Disease Conditions** - Epidemiology; Etiology; Clinical Features; Diagnosis; Management; Advances
- ◆ **Therapeutic Areas** - Landscape; Product Evaluation; Therapy Guidelines
- ◆ **Brand Promotion** - Key Attributes and Messages; Programs and Tools
- ◆ **Medical And Scientific Content Development** - Publication Deliverables
- ◆ **Interactions with Health Care Professionals** - Scientific, Educational, Promotional, Advisory; Medical Liaison; Ethics
- ◆ **Technical, Managerial and Leadership Competencies** - Capabilities Development

All Engagements Are Customized And Delivered Per Specific Client Requirements.

Pharmaceutical Industry Professionals *Illustrative*

Continuing Professional Development For Medical / Allied Staff (Medical Advisors / Medical Science Liaisons / Others)

Medical Operations – Foundation:

- ◆ Health Care and Pharmaceutical Industry
- ◆ Global/Regional/National Pharmaceutical Market / Environment
- ◆ Cultivating Competencies and Mindset of Pharmaceutical Physicians
- ◆ Pharmaceutical Marketing - A Few Fundamentals; Role of Medical Affairs Function
- ◆ Sound Health Care Professional Interactions – Scientific, Educational, Promotional
- ◆ Sound Pharmaceutical Promotion - Principles, Practices, Programs
- ◆ Pharmaceutical Physician Ethics – Principles, and Application
- ◆ Regulatory Environment and Function – A Few Basics
- ◆ Delivering Effective Training – Essential For Success
- ◆ Speak Right - Creating and Delivering Effective Presentations
- ◆ Write Right - Sound Medical Writing
- ◆ Clinical Research Fundamentals – Essence and A Few Essentials
- ◆ Investigator Initiated Research – Fundamentals for Success
- ◆ Medical Information – An Opportunity for Effective Engagement
- ◆ From Science to Market - Using Clinical Trial Results Effectively
- ◆ Human Systems and Disease, Therapy Area, and Management Guidelines – From Products Brands To Patient Care
- ◆ Medical Affairs / Medical Science Liaison Related Updates

Medical Operations – Advanced

- ◆ Brand Planning and Life Cycle Management
- ◆ Medical-Marketing Partnerships – Critical for Success
- ◆ Building and Leveraging KOL Relationships
- ◆ Strategic Thinking and Applications in Medical Affairs / Medical Science Liaison Function
- ◆ Critical Thinking and Applications in Medical Affairs / Medical Science Liaison Function
- ◆ Negotiating For Success – Principles and Approach
- ◆ Sound Judgment and Balance – Critical For Success
- ◆ Medical Affairs / Medical Science Liaison Related Updates

Medical People Capabilities

- ◆ Medical Performance / Performance Appraisal - The Essentials
- ◆ Interviewing and Hiring – Get the Right Ones
- ◆ Providing Constructive Feedback
- ◆ Essentials of Coaching
- ◆ Crafting Sound Personal Development Plans
- ◆ Medical Affairs / Medical Science Liaison Operations/Governance
- ◆ Building and Nurturing Effective Medical Teams
- ◆ Sound Managerial and Leadership Capabilities - A Few Essentials

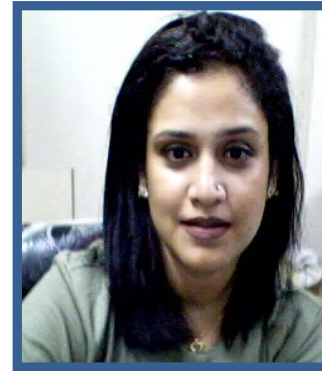
Continuing Professional Development (CPD) Programs Are Designed And Delivered Through Customized Learning Experiences (CLEs) Per Specific Client / Audience Requirements.

Our People

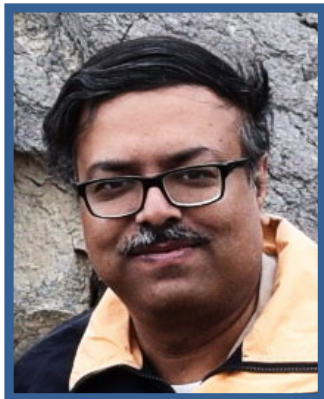
Wholesome Medical Professionals



Dr. Aamir Shaikh - MD, DPBM
Founder, Health Care Consultant
Mumbai, India



Dr. Samiya Shaikh - MBBS, DBM
Founder, Health Care Consultant
Mumbai, India



Dr. Avijit Hazra - MD
Partner Of Choice
Technical And Scientific Advisor,
Kolkata, India



Dr. Saifuddin Kharawala - MBBS, DPM
Partner of Choice
Health Care Consultant
Mumbai, India



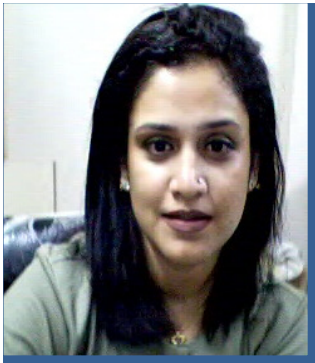
Dr. Aamir Shaikh

Founder, Assansa

Dr. Aamir Shaikh earned his graduate medical degree (MBBS) in 1993, his post-graduate Diploma in Pharmaceutical Business Management (DPBM) in 1995, and his post-graduate medical degree (MD Pharmacology) in 1997. He began his career as a “Pharmaceutical Physician” with Pfizer India Medical & Research Division in 1998, and over the next decade, successfully delivered in positions of increasing responsibility and leadership, culminating in his role as **Director, Medical Affairs & Research, Pfizer India.**

In 2007, Aamir moved on from Pfizer to **found Assansa, his own Health Care Consultancy.** Assansa specializes in designing and delivering Professional Development Programs for industry and academia in the domains of Pharmaceutical Medicine; Medical / Clinical Research, Education and Practice; and Health Care Leadership . Over the last decade (2007-2018), Assansa has worked successfully with leading health care and pharmaceutical organizations, both industry and academia. Aamir is currently Course Director, Diploma in Clinical Research, Dept. of Life Sciences & Biochemistry, St. Xavier’s College, Mumbai, India. He is also Visiting (Adjunct) Faculty for Leadership And Personal Effectiveness - S P Jain School Of Global Management, Executive / Global MBA Programs - Dubai / Singapore.

Aamir’s ongoing purpose and endeavor is “Helping Health Care Professionals Grow.” He believes this can be achieved through an identified personal philosophy and mindset - one which embraces lifelong learning, and seeks alignment in the areas of knowledge, science, business and ethics.



Dr. Samiya Shaikh

Founder, Assansa

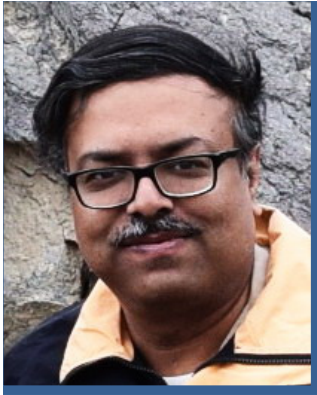
Dr. Samiya Shaikh earned her graduate medical degree (MBBS) in 1993. She gained valuable hospital and clinical experience thereafter through her Residency training in Pathology and Obstetrics & Gynecology at MGM Hospital, Mumbai, India (1993-1994). She then earned her post-graduate Diploma in Business Management (DBM) from Xavier's Institute, of Management, XIM - Mumbai, India in 1997.

Over the next 5 years (1997 – 2002) Samiya gained experience and expertise in Clinical Research and Practice, in the area of Diabetes and Endocrinology, when she worked as Assisting Physician and Clinical Associate with Professor H.B. Chandalia at DENMARC (Diabetes, Endocrine, Nutrition, Metabolic And Research Centre) Mumbai, India. Her key responsibilities included:

Clinical Practice - sound management of clinical cases, with compassionate care, patient education, motivation, and counseling; Clinical Research - clinical trial co-ordination for Principle Investigator
Medical Writing Support – patient education articles for “Diabetes Today”, abstracts/journal articles

Samiya then invested the next 5 years of her life (2002 – 2007) to pursue her passion of “healthy living and wellness” through her personal initiatives and education in the areas of wholesome health through nutrition and exercise.

In 2007, Samiya set up own Health Care Consultancy – Assansa, and to date , provides the strong foundation which supports Assansa’s ongoing purpose and endeavor - “Helping Health Care Professionals Grow.”



Dr. Avijit Hazra

Partner Of Choice, Technical And Scientific Advisor

Dr. Avijit Hazra graduated in medicine (MBBS) in 1992, and obtained his post-graduate medical degree (MD Pharmacology) in 1997. He joined service as a lecturer in pharmacology in the Institute of Postgraduate Medical Education & Research (IPGME&R), Kolkata, and has risen through the ranks to become a Professor in the same institute. He teaches medical students and guides research projects of medical and paramedical (e.g. nursing) students in various disciplines and medicine PhD candidates. He organizes clinical trials of the Department of Pharmacology, IPGME&R, Kolkata, in collaboration with other departments and institutes. His academic output includes 4 books, 13 book chapters and over 135 papers in peer-reviewed journals. He is currently the Member Secretary of the Institutional Ethics Committee of his institute. Avijit is also a practicing family physician, attending to his private patients in the evenings.

Over the years Avijit has developed an interest in biostatistics and is now respected in medical circles as a medical statistician. He has made important contributions on the review literature on biostatistics from India and is sought after in biostatistics workshops and courses. His other interest is in medical education technology to address the needs of doctors new to the field of teaching.

Avijit has been an honorary Technical and Scientific Advisor to Assansa since 2008, and he wholeheartedly believes in the purpose of “Helping Health Care Professionals Grow.” His skills, experience and expertise in Medical Education and Teaching, Pharmacological and Epidemiological Research, and Bio Statistics, coupled with his Methodical Approach and Analytical Mind, have all combined well, and been an invaluable resource for Assansa endeavours.



Dr. Saifuddin Kharawala

Partner Of Choice, Health Care Consultant

Dr. Saifuddin Kharawala is a medically qualified clinical research professional with over twelve years experience in a wide range of clinical research roles. Saif completed his graduation in medicine (MBBS) from KEM Hospital, Mumbai in 2003 and his post graduate Diploma in Psychological Medicine (DPM) from Nair Hospital, Mumbai in 2006. He spent one year as a Research Officer at the Department of Psychopharmacology, National Institute of Mental Health and Neurosciences (NIMHANS), Bangalore.

Following this, Saif entered the pharmaceutical industry as a Clinical Research Manager at GlaxoSmithKline (GSK) India in 2007. During the two and a half years at GSK, he managed clinical trials in Psychiatry as well as other indications viz. Neurology, Cardiovascular and Oncology.

Since 2010, Saif is a consultant in clinical research, with a focus on health outcomes research, training and quality management. As an independent auditor (2010-2014), he has conducted GCP audits (including Investigator Site Audits, Ethics Committee Audits, System Audits, and Vendor Evaluations) in Asia, Europe and Africa. Within health outcomes research (2012 onwards), he has extensive experience in epidemiological forecasting, literature reviews & synthesis, and study designs. Saif is a visiting faculty for St. Xavier's College, Mumbai. He has co-authored articles, letters and chapters in various Indian and International publications.

Saif has been associated with Assansa as a Health Care Consultant since 2010, and has made noteworthy contributions to Assansa's purpose of "Helping Health Care Professionals Grow." His core capabilities in the areas of Clinical Research and Epidemiology, Medical Evaluation, Writing, and Publications, Medical Training, and Audits have all added significant value to Assansa endeavors.

“Wholesome Professionalism” - We Work And Live Our Way, In Our Journey Of Life!

- ◆ Assansa seeks, and has, men and women of substance, spirit, and soul - a tribe of new-age “Wholesome Professionals”.
- ◆ We are well qualified, highly competent, and emotionally intelligent professionals - through our diverse experiences, expertise, and mindsets, we bring to the table “Wholesome Professionalism”.
- ◆ We are committed to our purpose and our values - we live, work and lead with integrity, humility, passion, humor, and pride in a world with few boundaries, and many opportunities.
- ◆ We care about the people we work for / work with, and we strive to deliver quality and value - in their success, we see ours.
- ◆ We use information technology judiciously, and are not enslaved by it - we believe in the power of the human connect.
- ◆ We value the money we make, but are not driven by the numbers - we make our living by what we get, but we make our life by what we give.
- ◆ We find meaning, joy and accomplishment, both, in our professional work, and in our life outside of it - so we choose to pursue a healthy work-life balance in our journey of life.

“Shared Prosperity” - We Share The Fruits Of Our Success, And Prosper Together!

- ◆ Assansa advocates a philosophy of “Shared Prosperity”.
- ◆ We invest in, and share our good fortune and success, with the people we work for / work with.
- ◆ We think, employ, engage, consult, contract, transact, reward, recognize and remunerate “differently” - we seek unconventional solutions and break established norms .
- ◆ We work with a spirit of innovation and a sense of fairness to ensure that the benefits of our success spread far and wide.
- ◆ We thereby enable Assansa to prosper, and continue its journey up this chosen path.

“Trust” - We Trust With Conviction And Courage, And Savor The Benefits Of Our Belief!

- ◆ Assansa thrives on “Trust”.
- ◆ We believe that all successful human interactions are built on a foundation of trust.
- ◆ We are convinced that trust is largely a function of conviction and courage, and not just time - we find the strength within and begin all our interactions with trust.
- ◆ We invest in, establish and nurture our trust-based relations with the people we work for / with, and hold ourselves accountable to be worthy of that trust.
- ◆ We enjoy and cherish the benefits of our belief in trust.

Our Assansa Pledge

In Firm Conviction With Our Assansa Values And Our Work Approach:

- ◆ Assansa will not charge its clients / partners / associates any “advance fee” for any of its assignments / engagements. For extended / periodic assignments (duration > 3 months), milestone payments are acceptable .
- ◆ Assansa will deliver on its commitments, and seek its success through the success of its clients / partners / associates. Post-assignment, if Assansa has not satisfactorily delivered per agreed Scope of Work, it grants its clients / partners / associates the liberty and right to not remunerate Assansa the professional fees for the assignment.
- ◆ Assansa makes this offer in good faith and intent, and expects in return fair evaluations and just decisions thereof from its clients / partners / associates.

Our Clients, Partners, Associates: 2007 - 2018

Health Care and Pharmaceutical Industry



Medical and Academic Institutes



Dept. of Clinical Pharmacology
Seth GS Medical College & KEM Hospital
Parel, Mumbai 400012, India



Diploma in Clinical Research
Department of Life Sciences and Biochemistry
St. Xavier's College, Mumbai



Maharashtra University of
Health Sciences, Nashik, India



S P Jain
School of Global
Management
DUBAI • SINGAPORE • SYDNEY

We Look Forward To Working With You!

assānsa

Helping Health Care Professionals Grow

Health Care & Wellness

Education & Training

Access & Advocacy

Leadership & Growth

Dr. Aamir Shaikh MD, DPBM

Founder

Health Care Consultant

34, Mehr Naz, Cuffe Parade, Mumbai - 400 005, India

Telefax: +91 22 22182036 Mobile: +91 9820802439

E-mail: aamirshaikh@assansa.com Web: www.assansa.com

Thank You