

DOC	JD-HMT-B04
TYPE	Internship position description
TRACK	AI & Digital Health
LEVEL	Student / early career

Healthcare Market Research Intern, Digital Health Commercialization

Market sizing, competitive and channel landscape research, pricing and business model analysis, and commercialization pathway assessment for a digital health concept

KEY TO TERMS USED

TAM	Total addressable market. Every possible buyer, before any realism is applied.
BOTTOM-UP	Sizing built from units and prices you can source, not from a headline industry figure.
CHANNEL	The route a product reaches a buyer: direct, clinic partnership, retail, or licensing.
WELLNESS / MEDICAL	A positioning choice that changes evidence burden, cost, and time to market.
SENSITIVITY	Showing how the answer moves when the least certain assumption changes.
REIMBURSEMENT	Whether an insurer pays. It often decides whether a health product has a business.

INTENDED ROLE

An early-stage concept needs a defensible answer to who would pay, how much, and through which channel. This role builds that answer from public evidence. You will size the market from the bottom up, map competitors and channels, and assess which commercialization paths are realistic given regulatory and cost constraints. The emphasis is on traceable assumptions, not on optimistic totals.

PRINCIPAL DUTIES

- Build bottom-up market sizing models where each assumption is stated, sourced, and independently adjustable.
- Map the competitive landscape across consumer apps, clinical tools, device makers, and skincare brands.
- Research channel options such as direct to consumer, clinic and dermatology partnerships, retail, and licensing.
- Analyze pricing and business models in comparable products, including subscription, per-use, and bundled offers.
- Summarize how regulatory positioning, wellness versus medical, changes the cost and speed of each route.
- Maintain a sourced research log so any number in a deck can be traced back to its origin within one click.
- Use approved AI tools to accelerate research and drafting, then verify every figure against the primary source.

EXAMPLE ASSIGNMENTS

Assignments depend on active studies, authorized data access, and the internship timeline. Examples may include:

- A bottom-up market sizing model with a sensitivity analysis on the three assumptions that matter most
- A competitive and channel landscape map with positioning, pricing, and claim comparisons
- A commercialization pathway assessment comparing routes on cost, speed, evidence burden, and risk

YOUR FIRST TWO WEEKS

- Assemble the source list: industry data, filings, pricing pages, and public health statistics.
- Build the first bottom-up sizing model with every assumption stated and sourced.
- Map ten comparable products by positioning, price, channel, and claims made.
- Write the one-page question list: what we must know before choosing a commercial route.

ABOUT HOPKINS MEDTECH

Hopkins MedTech Group LLC is a U.S. company working in medical technology and in vitro diagnostics. Its work covers clinical performance studies, protocol development and site coordination, data review and quality assurance, and regulatory support for United States and European pathways. The group is also exploring AI and digital health through an early-stage research initiative in facial and skin analysis.

REQUIRED QUALIFICATIONS

- Currently pursuing, or recently completed, a degree in business, economics, public health, health administration, marketing, or a related field, or able to show equivalent self-study or project work.
- Solid spreadsheet skills, including building a model whose assumptions someone else can change and re-run.
- Strong written English and the ability to make a structured, evidence-based argument in a short document.
- Rigorous sourcing habits, including the willingness to label an estimate as an estimate.
- Comfort researching regulated healthcare markets where claims and evidence requirements shape economics.
- No prior market research, consulting, or professional internship experience is required.

PREFERRED QUALIFICATIONS

Not screening criteria. Coursework, labs, personal projects, and self-study all count as evidence.

- A course or competition project involving market sizing, a business case, or a pitch
- Exposure to healthcare reimbursement, consumer health markets, or dermatology and skincare categories
- Familiarity with research sources such as industry reports, company filings, or public health statistics

WHAT YOU WILL GAIN

- Learn to size a market from the bottom up, where every assumption has to survive a question.
- Understand how regulatory positioning changes the economics of a health product.
- Practice building analysis that an executive can challenge line by line and still trust.
- Leave with a sourced market model and pathway assessment you can defend in an interview.

DATA HANDLING, PRIVACY, AND RESPONSIBLE AI

Interns work only with data and documents they have been explicitly authorized to access. Patient-identifiable information, study data, client-confidential files, and proprietary materials must never be uploaded to public or unapproved AI services, shared outside the project team, or stored on personal accounts or devices. AI tools may be used only

DELIVERABLES

- A sourced market sizing model with documented assumptions and sensitivity ranges
- A competitive and channel landscape map with pricing and positioning comparisons
- A commercialization pathway memo with a recommendation and its stated conditions

SUPERVISION AND EVALUATION

Interns report to a named project lead, meet on a set weekly cadence, and receive written feedback on each deliverable. Work is evaluated on accuracy and traceability of sources, documentation quality, responsiveness to feedback, judgment about what to escalate, and disciplined use of approved AI tools. We expect steady learning and iteration rather than polished perfection on the first day.

WHAT WE DO NOT EXPECT

- Prior internship experience, or a name-brand employer on your CV.
- Knowing the regulations, tools, or vocabulary before you start; the terms box above is where most people begin.
- Certainty. Saying what the evidence does not support is treated as a strength, not a gap.

APPLICATION AND SELECTION

An application is a CV plus a short note naming the track you want and one project from this document you would like to work on, and why. First-round interviews are with the project lead who would supervise the work, not with a screening panel.

where the project lead has approved them for that task, and all AI-assisted work must be independently verified before it enters any deliverable. The intern and the project lead remain accountable for the final result.

Hopkins MedTech Group LLC provides equal internship and employment opportunities without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, age, disability, veteran status, or any other legally protected characteristic. Internships are educational in nature; interns do not provide medical advice, make regulatory determinations, or represent the company to any health authority, client, or study site. The AI and digital health initiative described here is early-stage research, not a cleared, approved, or clinically validated product. Assignments, data access, duration, and supervision are confirmed in the final project description.