



Sonia Norris, IHS

The most challenging aspect of the placement was the SDA analysis, which required you to write 3-5 articles (depending on whether you wrote an 'A' story or not) every morning before a noon deadline. The writing itself was not difficult, but the analysis part meant that a lot of research had to go into each story before submitting to editing, which proved to be time-consuming and sometimes stressful in light of the tight 30-45 minute period allocated per story. Having to sporadically write about different countries other than my usual Indian subcontinent coverage to help fill in for analysts on annual leave, also proved to be challenging, as I had to quickly familiarise myself with the basics regarding the country's healthcare policies/pharmaceutical industry in order to make a comprehensive analysis for the relevant SDA story.

I feel that I acquired a multitude of skills and benefits from doing this placement. My extensive involvement in SDA writing, where I had to write concisely and effectively while researching the topic at hand under time pressure, boosted my writing, organisational and time management skills. Importantly, SDA writing nurtured my analytical skills, where I was required to put a new reported story into context with respect to the existing market features