



A STUDY ON ACTIVITY ANALYSIS OF ORTHOPEDIC DOCTORS ON DIGITAL HEALTH PLATFORM (DOCPLEXUS PORTAL , PUNE)

**Presented By:-
Dr Purva Sharma**

**Guided By:-
Dr Monika Chaudhary**



Organization Introduction



Exchange of patient cases



Latest Medical News

Dialogue with other
members



Engagement with
pharmaceutical
Companies



Docplexus Infocentres

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Introduction about the project

3D Infographic

SERMO

80000 Users

This platform is exclusively for doctors where they can have discussion on treatment cases to the practice of medicine without any fear of consequences from thousands of their colleague.

QuantiaMD

Target users: U.S. physicians
Quora and Lynda.com combine to form QuantiaMD

200,000 Users

500,000 Users

Doximity

Target users: All U.S. healthcare professionals

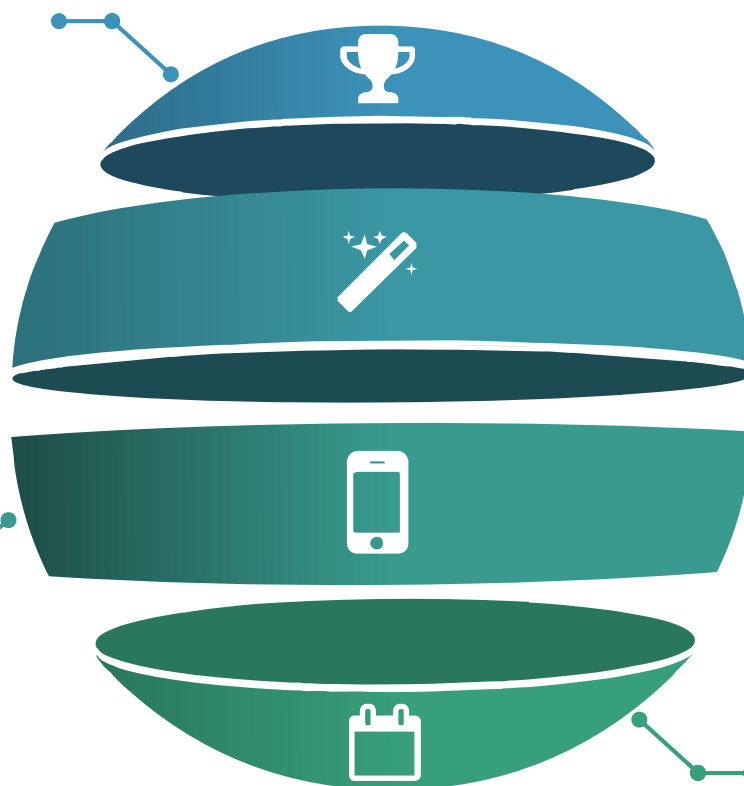
Doximity provides opportunity to doctors to connect with peers they already know on a HIPAA-secure platform."

Study has shown that Doximity has 70% of U.S. physicians on their platform."

350000 Users

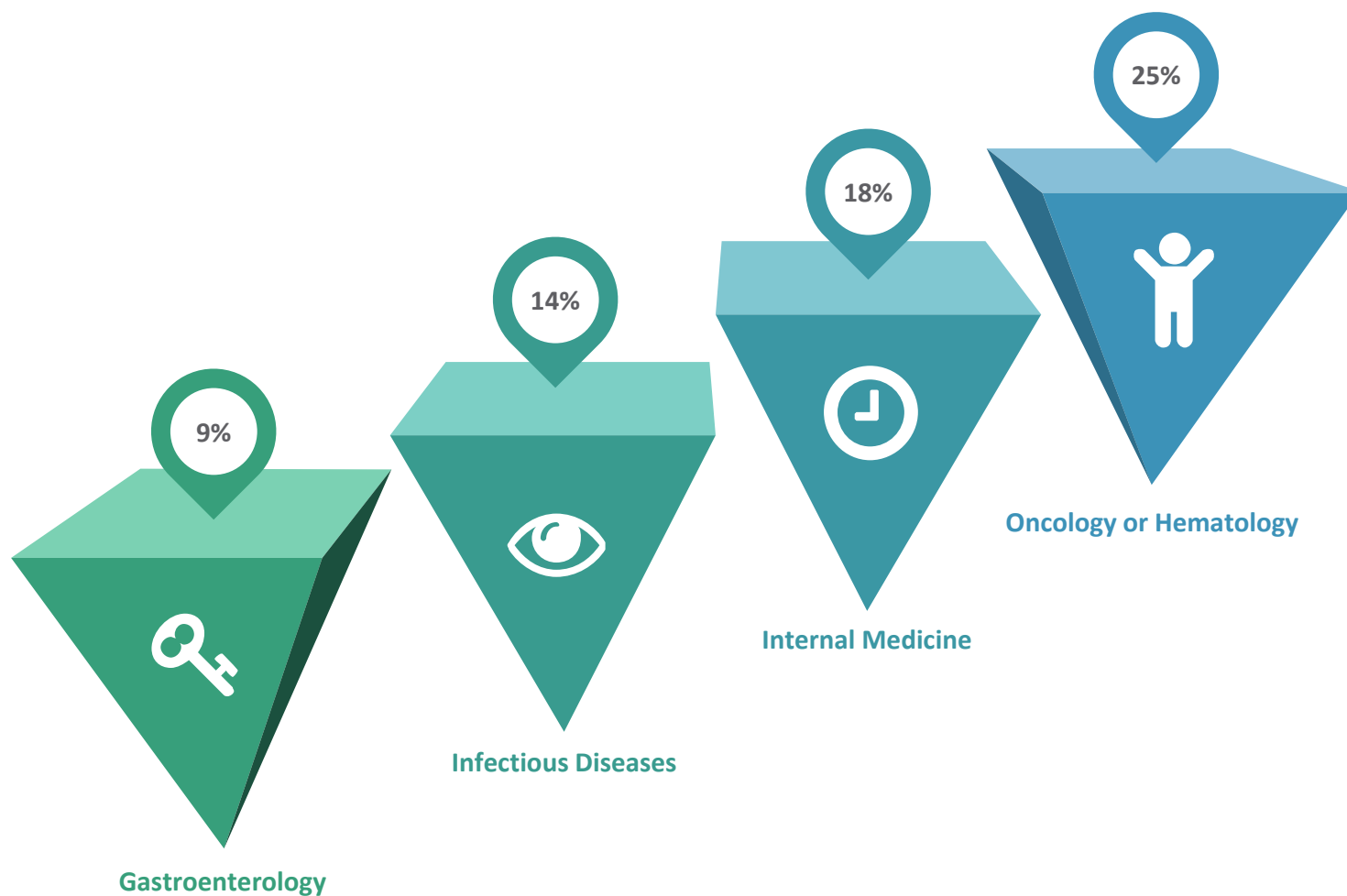
Docplexus

Docplexus Empowers verified doctors practicing modern medicine to make better clinical decisions by facilitating exchange of patient cases, dialogue with other members, and offering knowledge centers, treatment guidelines, certified educational resources and latest medical news.



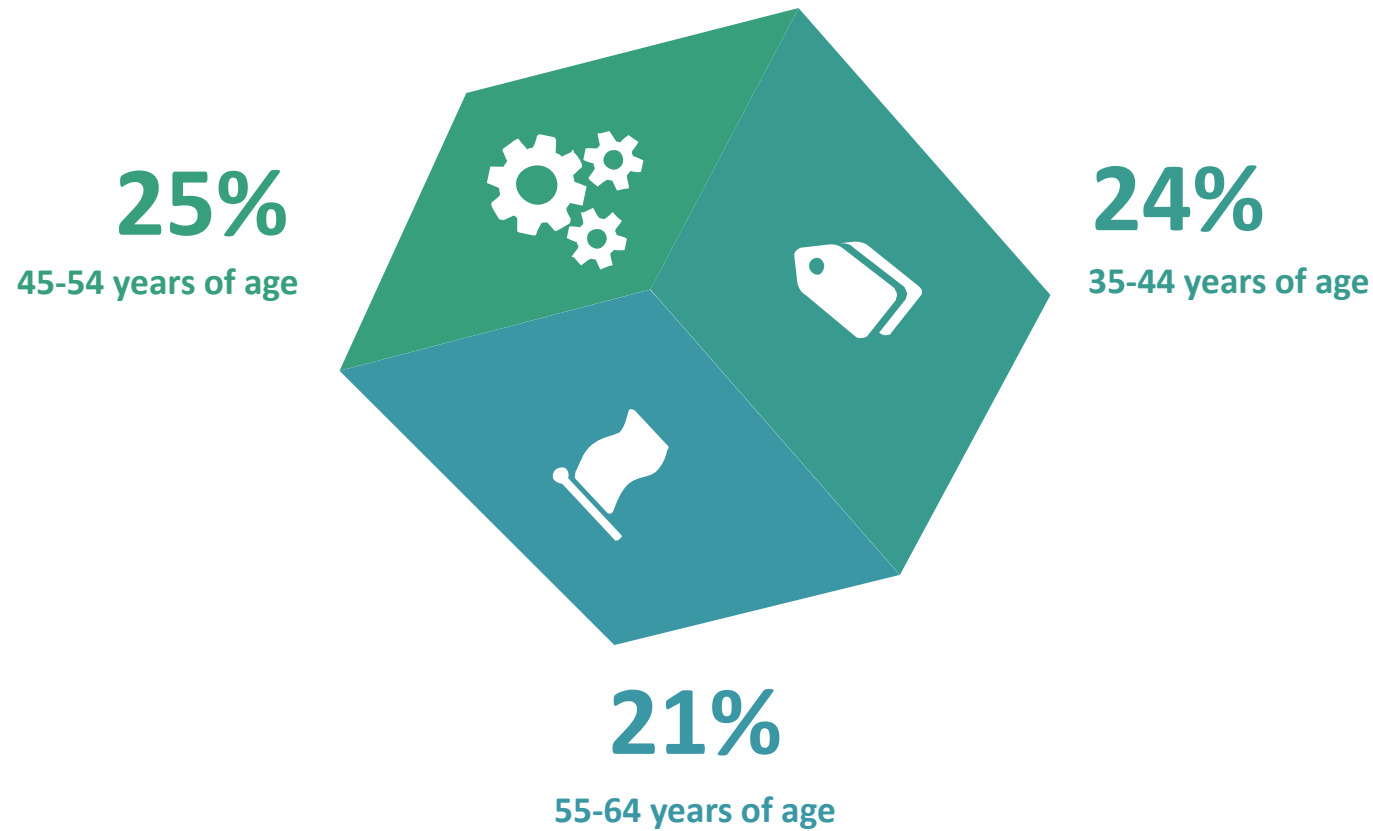
LITERATURE REVIEW

Specialty-wise physician involvement with online healthcare portals conducted by CCO



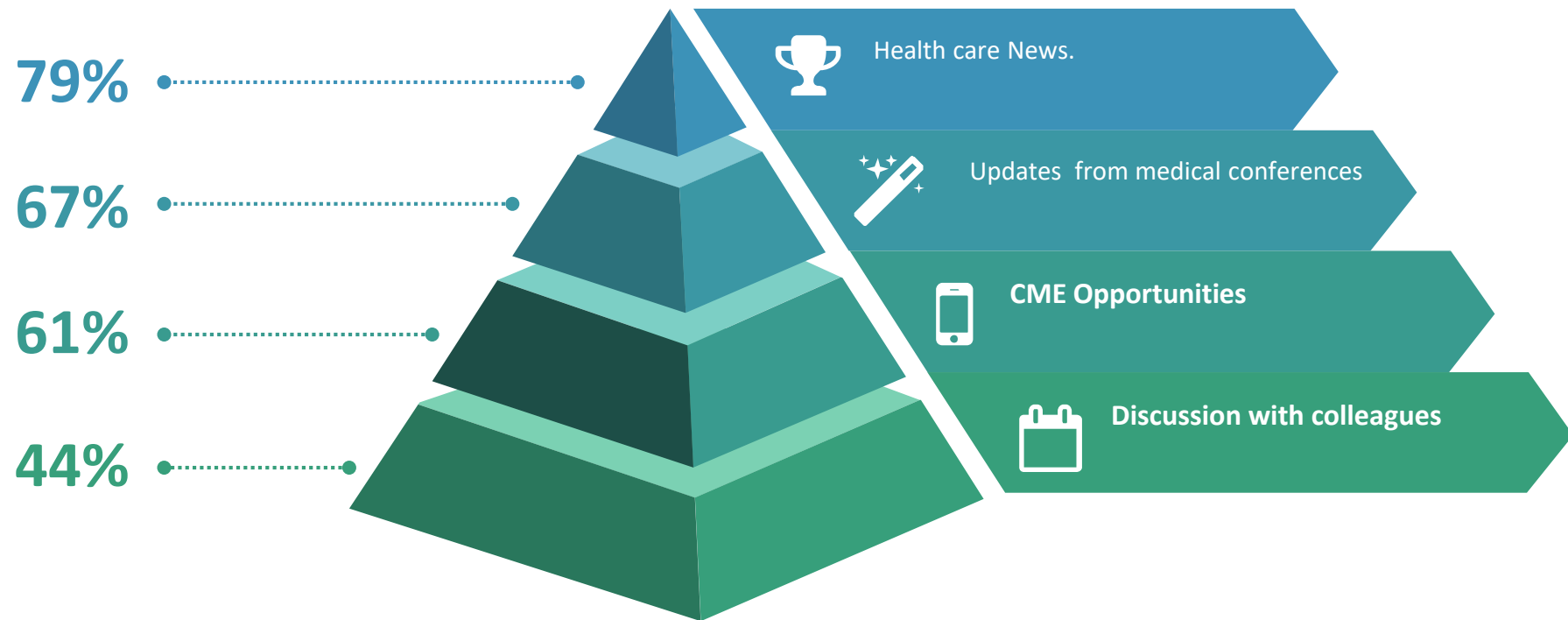
Age-wise physician involvement with online healthcare portals

Steps Flow Objects



Professional Benefits of Online Portal as suggested by US physicians

3D Infographic



AIMS & OBJECTIVE



Research Question:

Whether the orthopedic doctors are actively engaged with Docplexus?

Aim:

“To improve the orthopedic healthcare professional engagement with Docplexus”.

Research Objective: To find out

Orthopedic Association wise involvement of Orthopedic healthcare professionals with Docplexus.

Experience wise involvement of Orthopedic healthcare professionals with Docplexus.

Location wise involvement of Orthopedic healthcare professionals with Docplexus.

METHODOLOGY



Sample Size:- 100 Orthopedic Doctors

Sampling:- Purposive Sampling, Observational study

Study Period :- 3 months (4rd Feb 2019 to 3rd May 2019)

Study Sample :- Docplexus Users & Key Opinion Leaders

Data Type:- Primary data

Data Collection :- Through Data Collection software used in the Organization.

Data Analysis :- Analysis was done under MS Excel to assess the activity analysis of orthopedic doctors with docplexus.

Docplexus Portal

You are signed in as jh22_pu

Users-List | Docplexus C

https://curiosity.docplexus.com/#/app/community/users-list

docplexus

Community

KPIs

Users List

Councils

Degree

Exclusions

Institutes

Designations

Organisations

Cities

MCIDB

Organic Users

Login Trails

User-Info

Therapeutics

Send General Mail

Associations

Import/Export

UDB

UTM

List of Users

Select the Search criteria to apply filters to the Users List Below

SELECT SEARCH TYPE

Therapeutic Area

SELECT THERAPEUTIC AREA FROM LIST

Orthopedic

SearchReset Filters

List of Users

Row Count10Set Row Count

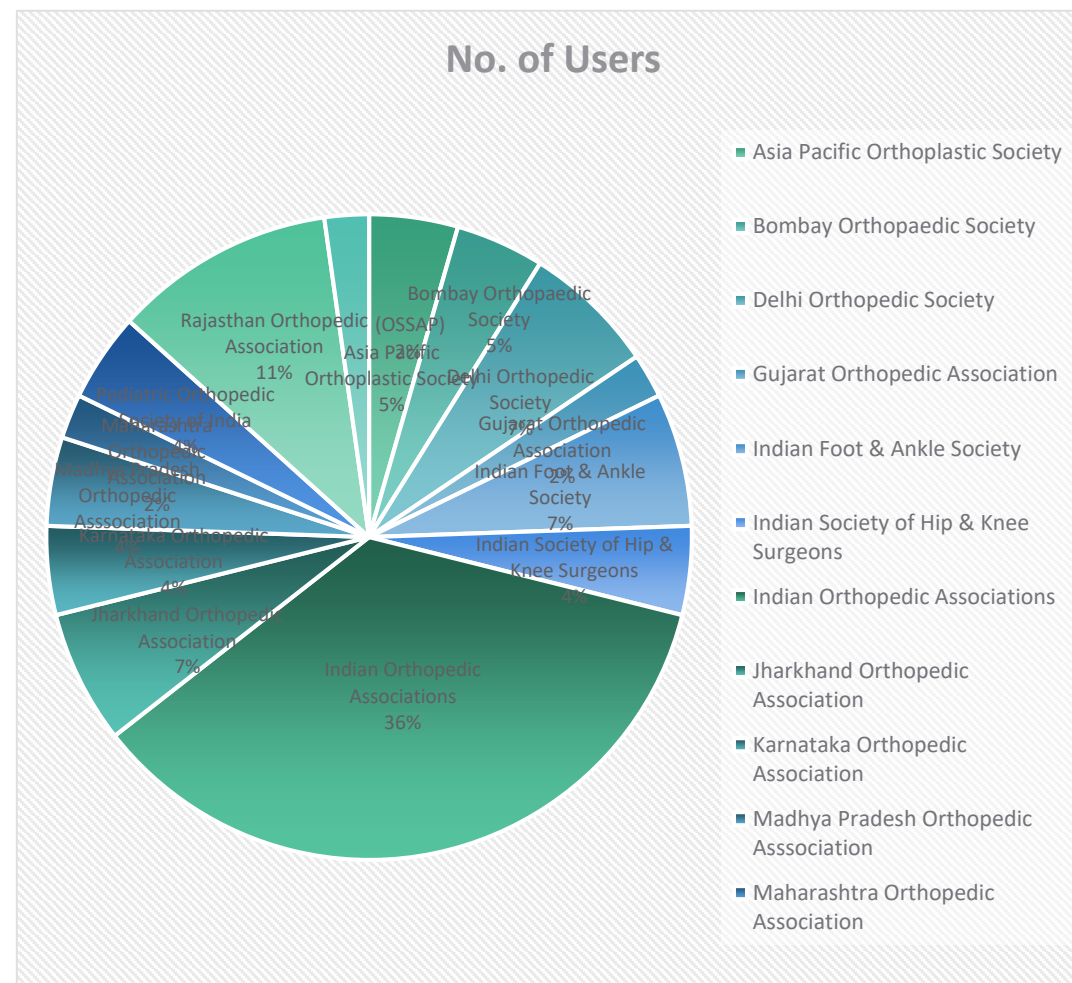
Name	Email	Phone	Registration Date	Campaign Name	Status	Verification Status	Subscription	App Installed	Activity Level	Options
Ashok Go						Select Type				ApplyClear
Dr. Ashok Karansinh Gohil	ashokgohil@gmail.com	+919427873901	09-05-2017 at 7:32 PM	Pharma-Registrations (PR-ccebdm.orgPR-ccebdm.org)	ACTIVE	PENDING	YES	NO	6	
Dr. Ashok Raju Gottemukkala	gashokraju@yahoo.com	919948449555	12-04-2017 at 7:16 PM	Pharma-Registrations (BUI-loacon2016.com)	ACTIVE	PENDING	NO	NO	4	
Dr. Ashok Kumar Goyal	goyal_manu7@yahoo.co.in	+919810135950	25-03-2017 at 11:17 AM	Pharma-Registrations (PR-csidelhi.in)	ACTIVE	PENDING	YES	NO	11	
Dr. Ashok Goyal	bphospital@gmail.com	+919314502380	06-01-2017 at 7:07 PM	Pharma-Registrations (PR-Sanofi2)	ACTIVE	PENDING	YES	YES	190	
Dr. Ashok S Godhi	ashok.godhi@rediffmail.com	+919844121868	05-01-2017 at 7:18 PM	Pharma-Registrations (PR-AjayKriplaniPR-mcindia)	ACTIVE	PENDING	YES	YES	97	
Dr. Ninad Ashokrao Godghate	dminadgodghate@gmail.com	919764449825	24-09-2016 at 3:12 PM	Pharma-Registrations (PR-ParagSancheti)	INACTIVE	PENDING	YES	NO	0	
Dr. Ashok Govindaraj	dr.g.ashok@gmail.com	+919629890935	01-08-2016 at 1:04 PM	Organic (null)	ACTIVE	PENDING	YES	NO	63	
Dr. Ashok Goyal	drashok.goyal@yahoo.com	9460373660	02-02-2016 at 6:34 PM	Image-Largest-Network	ACTIVE	PENDING	YES	NO	2	
Dr. Ashok Goyal	drgoyalashok@yahoo.co.in		12-01-2016 at 10:03 PM	ClaimYourProfile	ACTIVE	PENDING	NO	NO	258	

Doctors profile having access to Docplexus

ANALYSIS

Association wise Orthopedic Users in Percentage

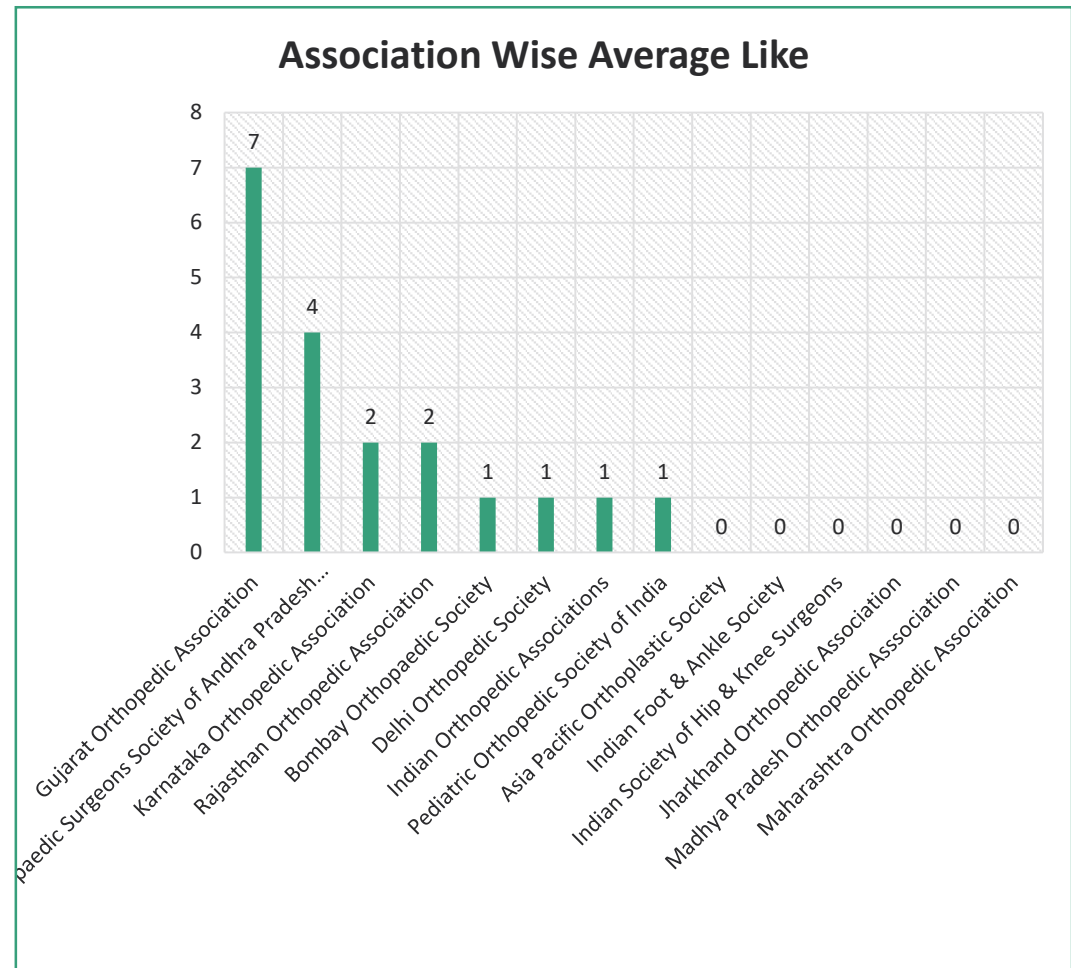
Ortho Associations	No. of Users (%)
Asia Pacific Orthoplastic Society	4.4
Bombay Orthopedic Society	4.4
Delhi Orthopedic Society	6.7
Gujarat Orthopedic Association	2.2
Indian Foot & Ankle Society	6.7
Indian Society of Hip & Knee Surgeons	4.4
Indian Orthopedic Associations	35.6
Jharkhand Orthopedic Association	6.7
Karnataka Orthopedic Association	4.4
Madhya Pradesh Orthopedic Association	4.4
Maharashtra Orthopedic Association	2.2
Pediatric Orthopedic Society of India	4.4
Rajasthan Orthopedic Association	11.1
(OSSAP)	2.2



Association wise Average likes of Orthopedic Users



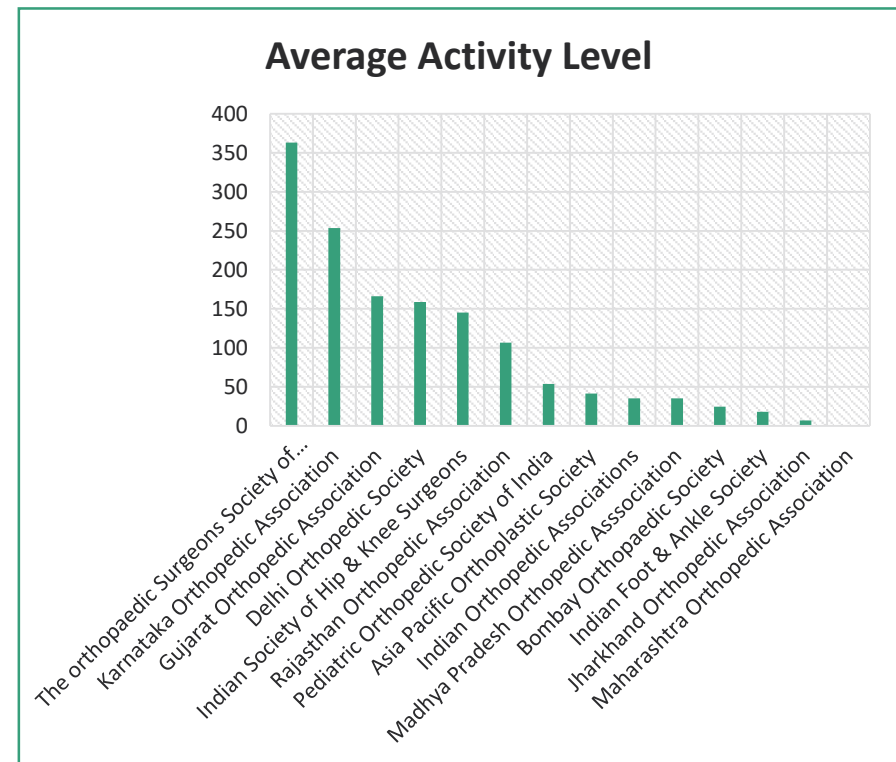
Association Name	Average Like
Gujarat Orthopedic Association	7
The orthopedic Surgeons Society of Andhra Pradesh (OSSAP)	4
Karnataka Orthopedic Association	2
Rajasthan Orthopedic Association	2
Bombay Orthopedic Society	1
Delhi Orthopedic Society	1
Indian Orthopedic Associations	1
Pediatric Orthopedic Society of India	1
Asia Pacific Orthoplastic Society	0
Indian Foot & Ankle Society	0
Indian Society of Hip & Knee Surgeons	0
Jharkhand Orthopedic Association	0
Madhya Pradesh Orthopedic Association	0
Maharashtra Orthopedic Association	0



Association wise Average Activity level of Orthopedic Users



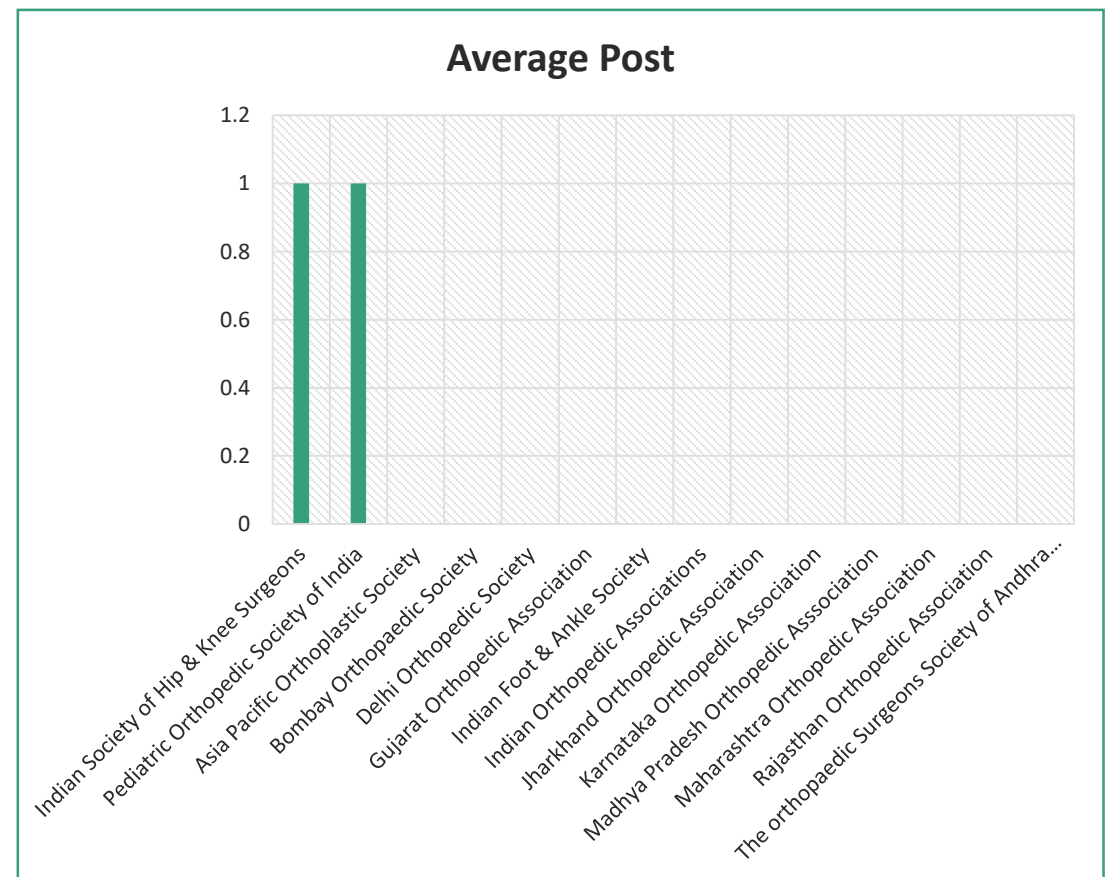
Ortho Associations	Average Activity Level
The orthopaedic Surgeons Society of Andhra Pradesh (OSSAP)	363
Karnataka Orthopedic Association	253.5
Gujarat Orthopedic Association	166
Delhi Orthopedic Society	158.67
Indian Society of Hip & Knee Surgeons	145
Rajasthan Orthopedic Association	106.5
Pediatric Orthopedic Society of India	53.5
Asia Pacific Orthoplastic Society	41.5
Indian Orthopedic Associations	35.125
Madhya Pradesh Orthopedic Association	35
Bombay Orthopedic Society	24.5
Indian Foot & Ankle Society	18
Jharkhand Orthopedic Association	7
Maharashtra Orthopedic Association	0



Association wise Average Post of Orthopedic Users

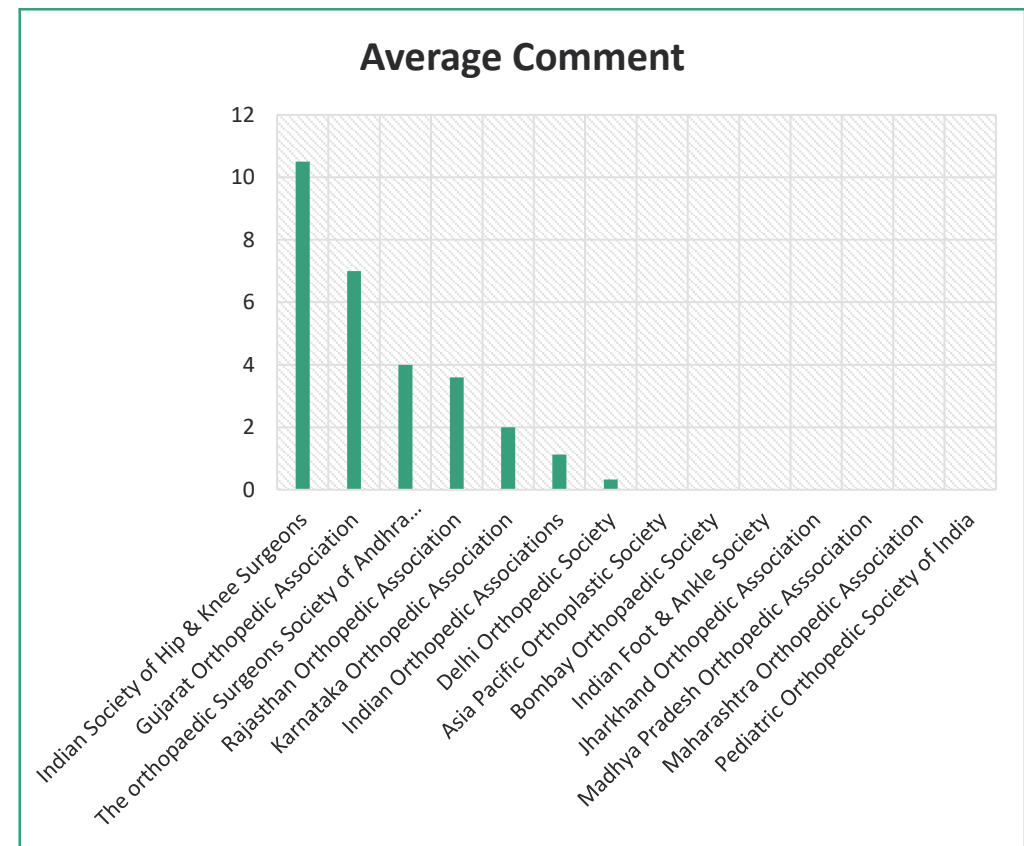


Ortho Associations	Average Post
Indian Society of Hip & Knee Surgeons	1
Pediatric Orthopedic Society of India	1
Asia Pacific Orthoplastic Society	0
Bombay Orthopedic Society	0
Delhi Orthopedic Society	0
Gujarat Orthopedic Association	0
Indian Foot & Ankle Society	0
Indian Orthopedic Associations	0
Jharkhand Orthopedic Association	0
Karnataka Orthopedic Association	0
Madhya Pradesh Orthopedic Association	0
Maharashtra Orthopedic Association	0
Rajasthan Orthopedic Association	0
The orthopaedic Surgeons Society of Andhra Pradesh (OSSAP)	0

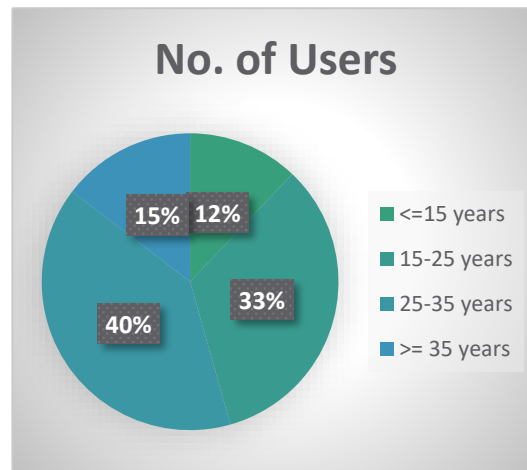
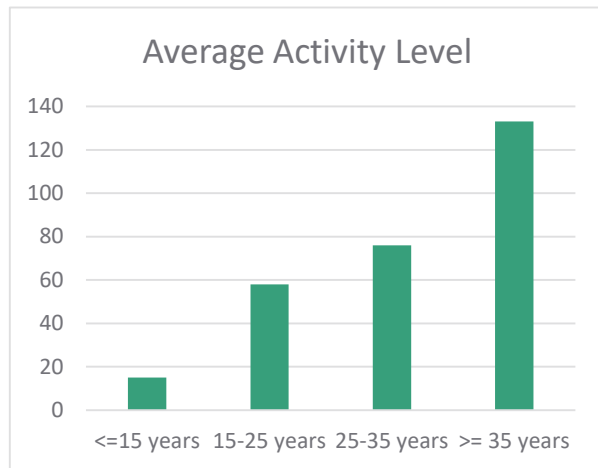


Association wise Average Comment of Orthopedic Users

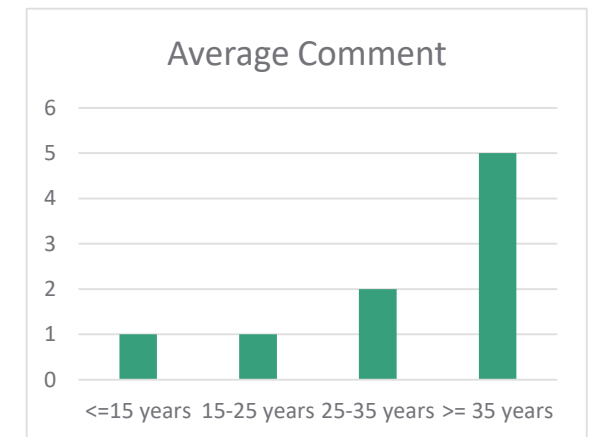
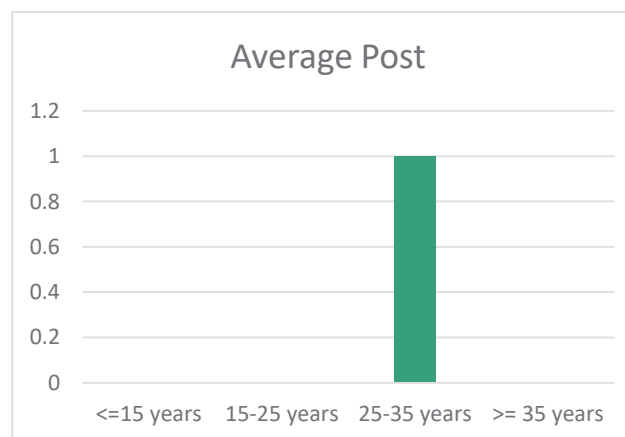
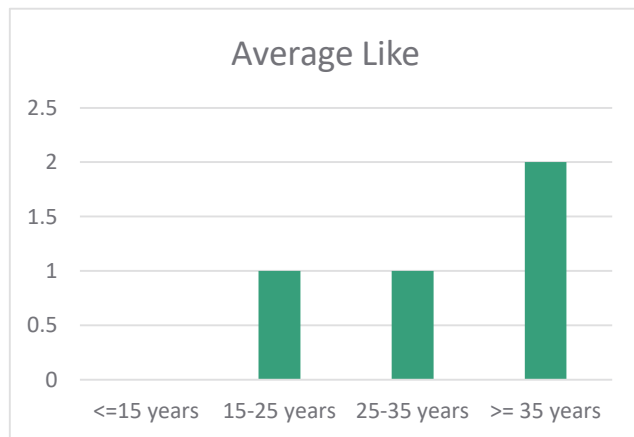
Ortho Associations	Average Comment
Indian Society of Hip & Knee Surgeons	10.5
Gujarat Orthopedic Association	7
The orthopedic Surgeons Society of Andhra Pradesh (OSSAP)	4
Rajasthan Orthopedic Association	3.6
Karnataka Orthopedic Association	2
Indian Orthopedic Associations	1.125
Delhi Orthopedic Society	0.33
Asia Pacific Orthoplastic Society	0
Bombay Orthopedic Society	0
Indian Foot & Ankle Society	0
Jharkhand Orthopedic Association	0
Madhya Pradesh Orthopedic Association	0
Maharashtra Orthopedic Association	0
Pediatric Orthopedic Society of India	0



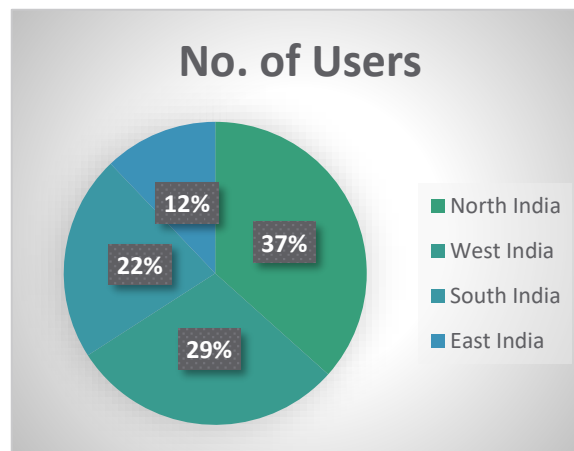
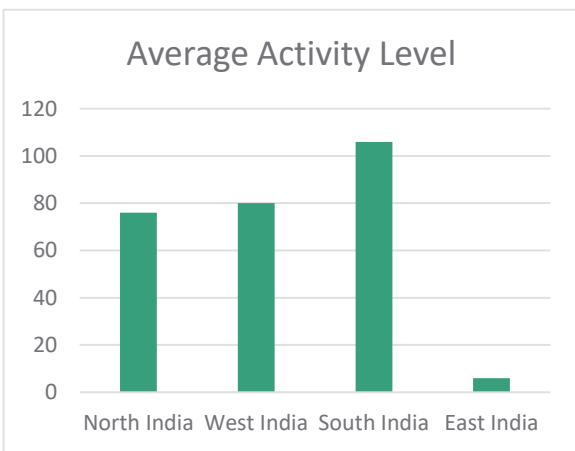
Experience-wise, no. of Orthopedic Users with their activity analysis (Activity, Like, Post & Comment)



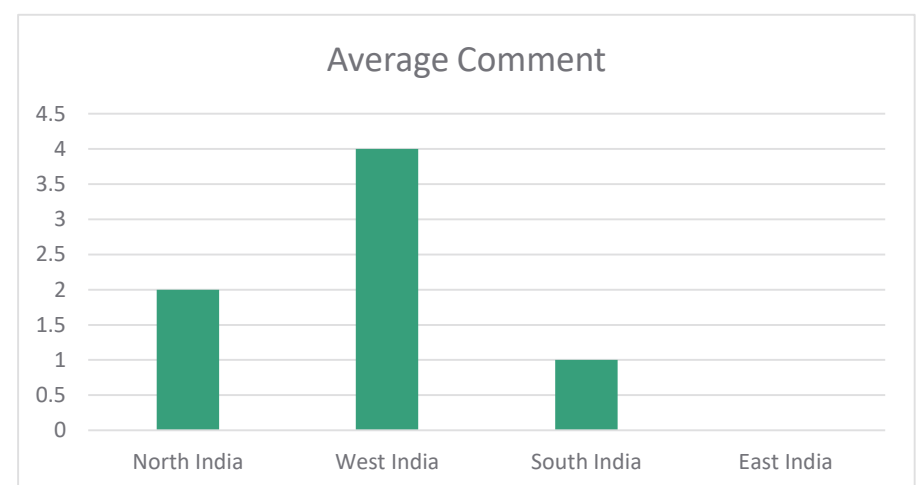
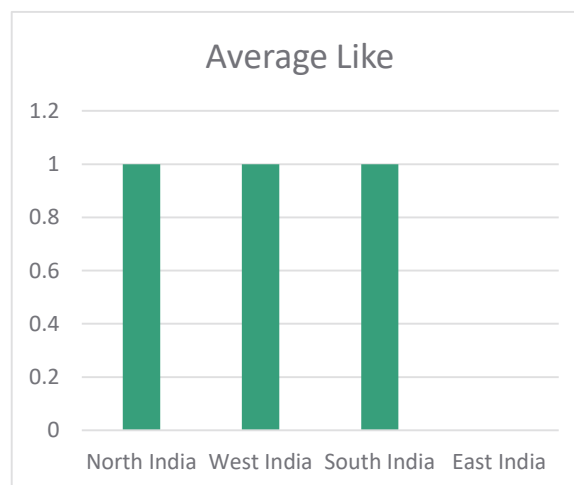
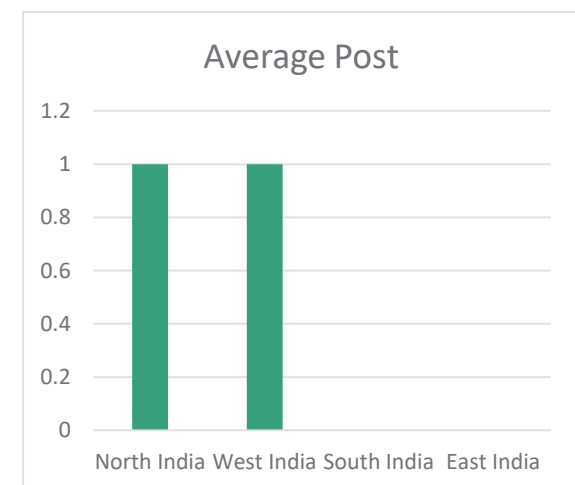
Experience	No. of Users	Average Activity Level	Average Like	Average Post	Average Comment
<=15 years	12%	15	0	0	1
15-25 years	33.30%	58	1	0	1
25-35 years	39.50%	76	1	1	2
>= 35 years	14.50%	133	2	0	5



Location-wise, no. of Orthopedic Users with their activity analysis (Activity, Like, Post & Comment)



Location	No. of Users	Average Activity Level	Average Like	Average Post	Average Comment
North India	36.5	76	1	1	2
West India	29.2	80	1	1	4
South India	21.9	106	1	0	1
East India	12.1	6	0	0	0





RESULTS & DISCUSSIONS



Orthopedic Users are maximum (36%) on Docplexus from Indian Orthopedic Associations while least (2.2%) from Gujarat Orthopedic Association & OSSAP (The orthopedic Surgeons Society of Andhra Pradesh), users from OSSAP (The orthopedic Surgeons Society of Andhra Pradesh) have maximum (363) "Activity level" on Docplexus while least from users of Maharashtra Orthopedic Association.

Orthopedic Users from Indian Society of Hip & Knee Surgeons & Pediatric Orthopedic Society of India "posts" maximum, Users from Indian Society of Hip & Knee Surgeons "comments" maximum while Users from Gujarat Orthopedic Association "likes" maximum on Docplexus.

Orthopedic Users are maximum (39.5%) on Docplexus from 25-35 years of Experience while least (12.%) from ≤ 15 years of experience while Users having more than 35 years of age have maximum (133) "Activity level" on Docplexus while least from users having less than 15 years of experience.

Orthopedic Users are maximum (36.5%) on Docplexus from North India while least (12.%) from East India. "Orthopedic Users from South India have maximum (106) "Activity level" on Docplexus while least from East India. Orthopedic Users from East India have minimum "likes" on Docplexus."



RECOMMENDATIONS



A strategy may be made to engage and involve from orthopedic users from Gujarat Orthopedic Association & OSSAP (The orthopedic Surgeons Society of Andhra Pradesh).

A strategy may be made to engage and involve from orthopedic users having less than < 15 years of experience.

A strategy may be made to engage and involve from East India.



CONCLUSION



On the basis of analysis of the report strategy may be made to involve more no. of the users from the association, location where involvement is minimum right now.

Efforts should be made to encourage more doctors below 15 years of age to get engaged with docplexus on basis of study results.

More the involvement with Docplexus better the sharing of information of cases and knowledge of the key opinion leaders of Healthcare Industry.

