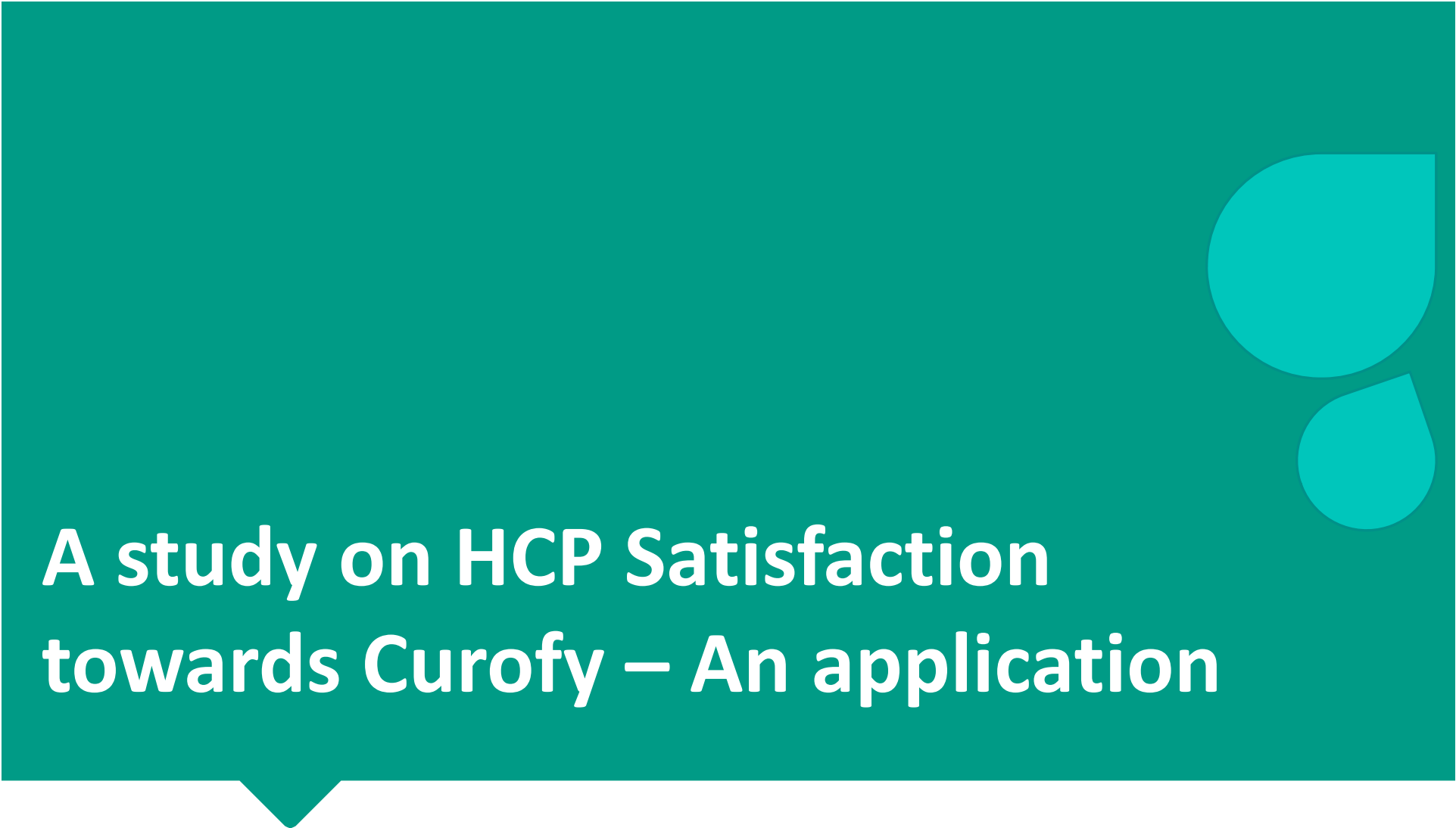




A study on HCP Satisfaction towards Curofy – An application

Curofy is India's largest community of verified doctors

What is Curofy?

200,000+

Verified doctors registered

100,000+

Cases discussed till now

110,000+

MAU (App + Email)

2 Million minutes
spent by doctors/month

**A habit-forming product driving
tech adoption of doctors**

Need for the study

1. It has been 2.5 years since Curofy has been in the market.

2. Niche target audience- Doctors

3. To understand the behavior and Intent of doctors towards Curofy.

4. Doctors are the king.

5. Hence, it is important to understand their satisfaction and perception.

OBJECTIVE

To study the user satisfaction of HCPS (users) of the curofy's app and determine the measures to be taken to improve the app based on the results of survey.

Introduction

Discovery

Insights

Actions

Outcomes

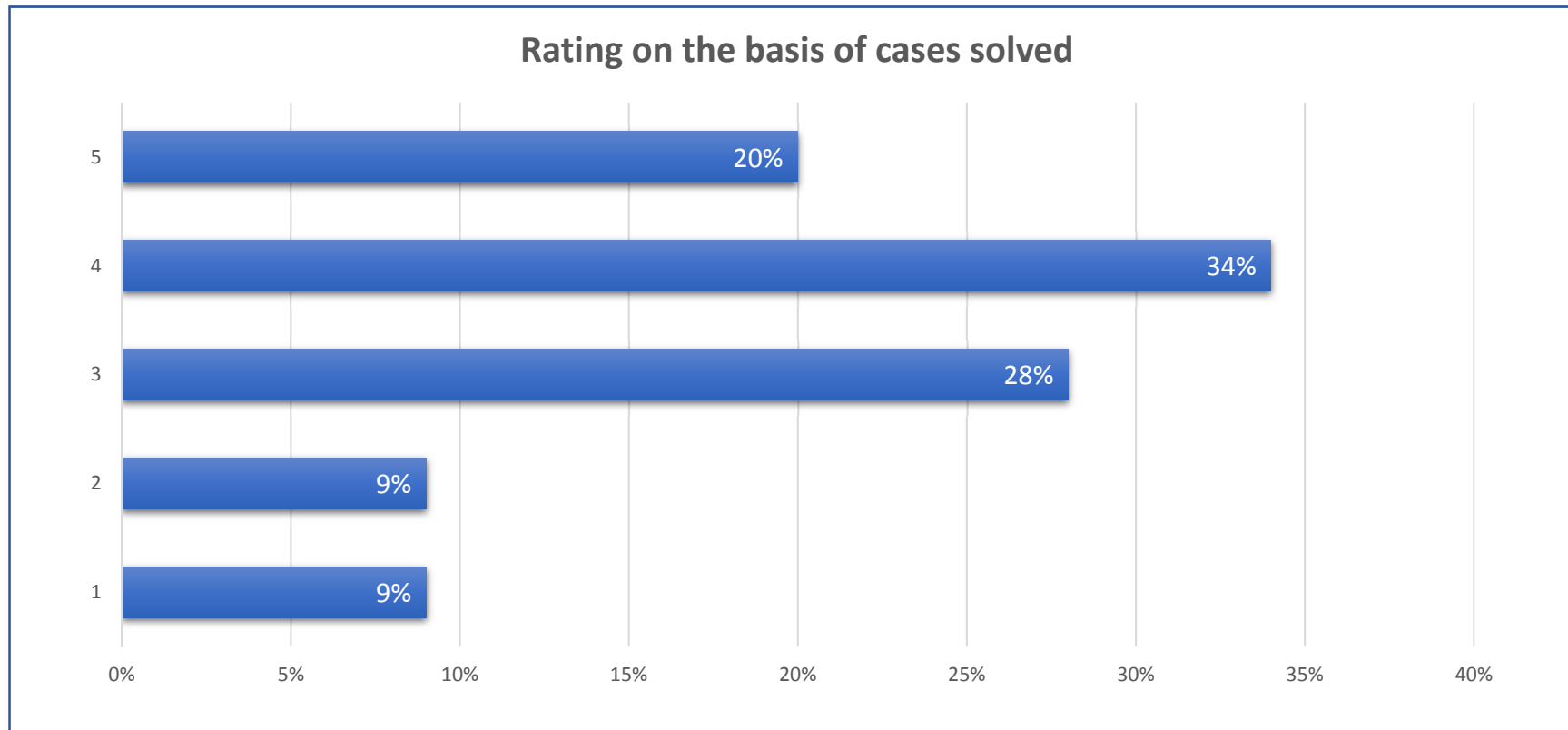
User satisfaction survey is a systematic process for collecting consumer data, analyzing this data to make it into actionable information, driving the results throughout an organization and implementing the solutions

Research Methodology

- **Type of study** : Analytical study
- **Study population**: Targeted doctors at Curofy (20,000)
- **Study area** : Pan India
- **Duration of Study**– 3 Months
- **Technique**– Selection of sample was done from the list of doctors that company excel sheet had and the doctors whose id were in multiples of 13 were selected for the study.
- **Sample size** – 140
- **Sampling technique**- Random sampling technique
- **Data collection**-Primary data collection (2 weeks)
- **Study tool**- Questionnaire method using likert scale

Findings-Q1

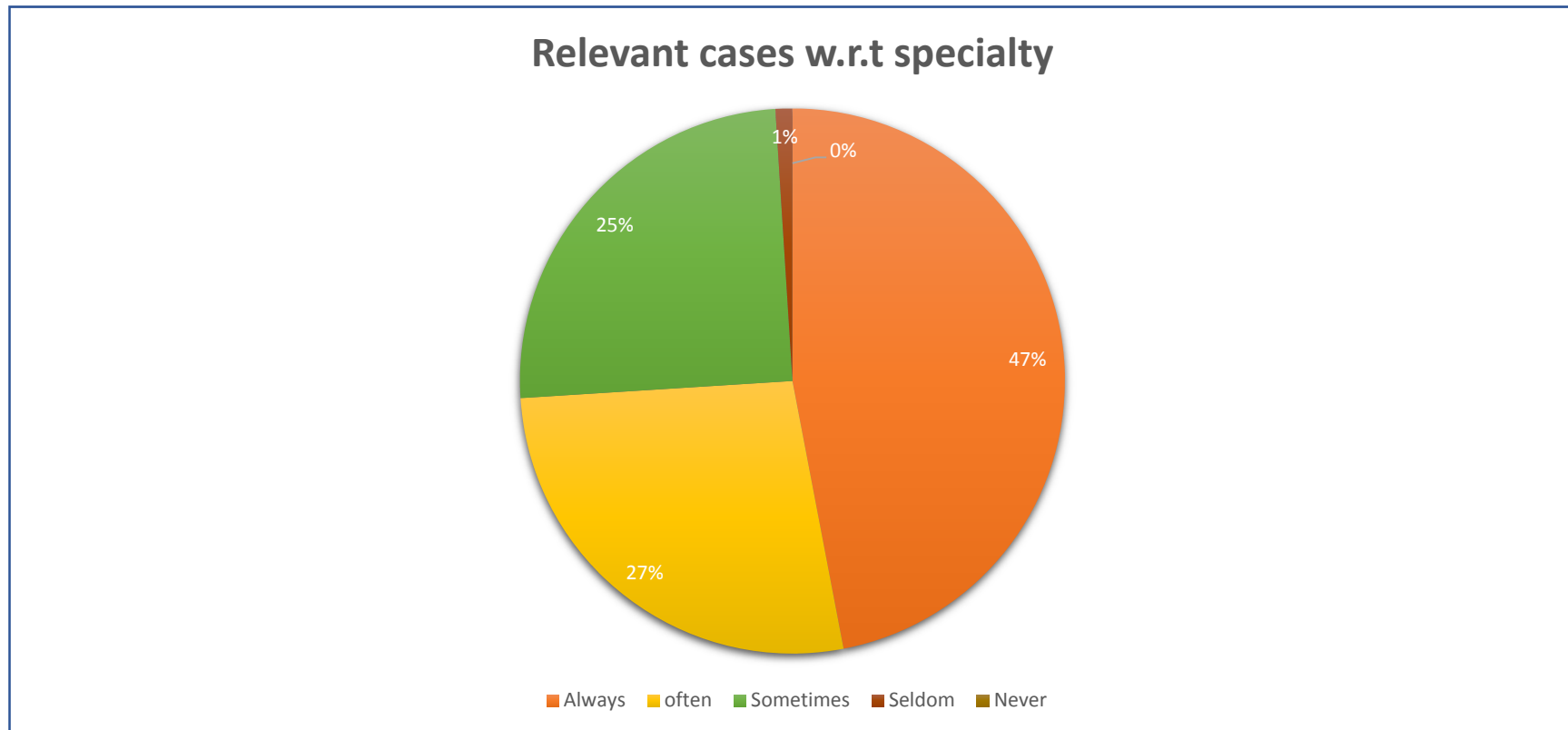
How effectively do you get your queries solved on Curofy?



Inference: A cumulative of 54% of people found the app to be effective in resolving their queries posted on the app which is on higher end.

Findings-Q2

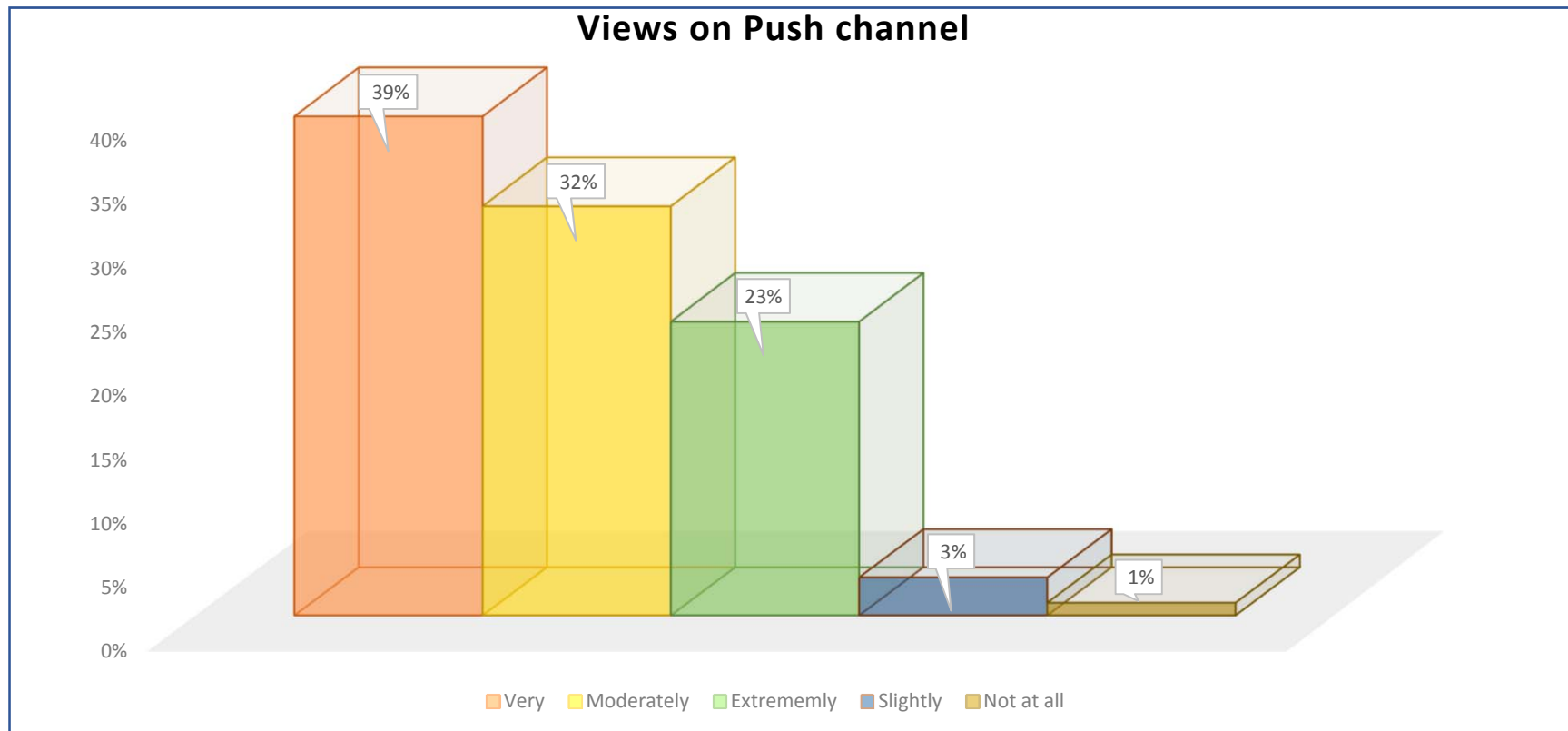
Do you find relevant cases with respect to your specialty on Curofy?



Inference: 47% of people were found to be completely satisfied with cases posted i.r.t the specialty related queries.

Findings- Q3

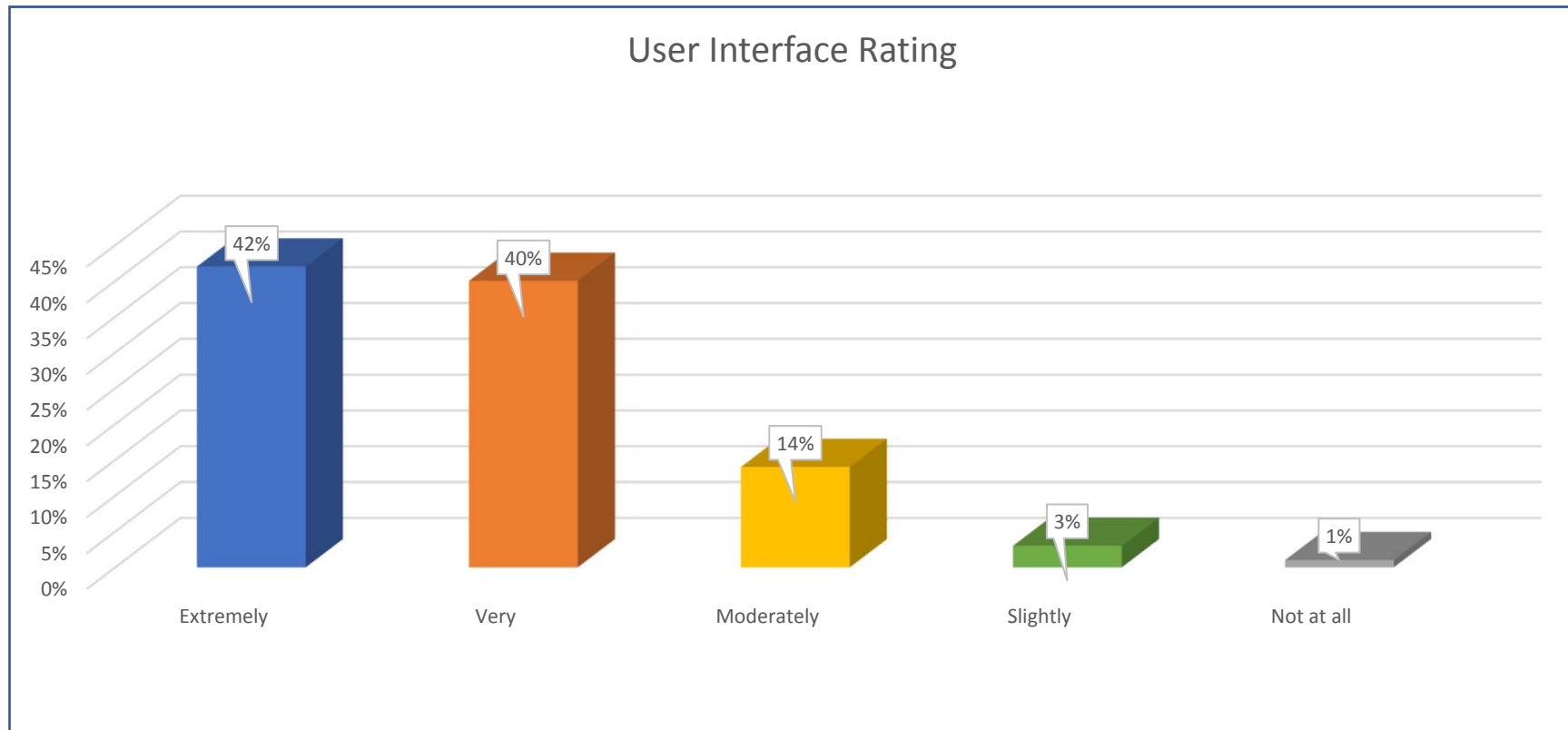
Do you find our notifications/e-mails helpful & knowledgeable?



Inference: The graph depicts that on an average the scores were on higher end. Which indicates that the company is providing good bit of knowledge material to the users through push engagement

Findings- Q4

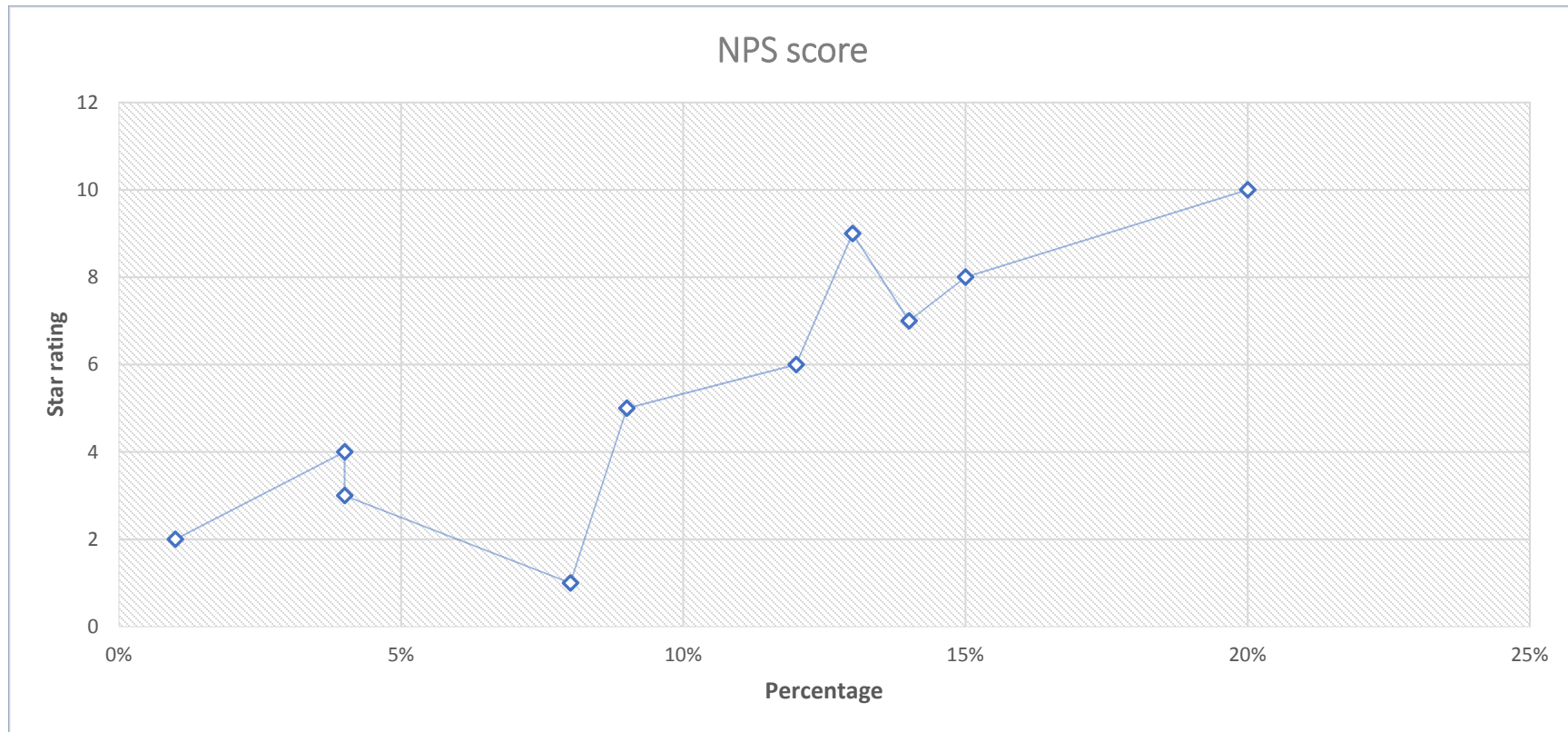
Do you find Curofy, an easy to use app?



Inference: A cumulative of 82% of people found the app to be easy to use and for 18% people who didn't find the app easy to use, there is a need to work more.

Findings- Q5

How likely is that you would recommend Curofy to a friend or colleague?



Inference: The calculation of NPS score is a crucial data for Curofy. The analysis says, the average NPS for Curofy is 6.9

Findings- Q6

We want to get better. Your comments will help immensely. Tell us anything you feel like about Curofy and how it can get better?

Percentage	Responses
38%	Didn't respond
25%	Appreciation
9%	Case conclusion/Summary
7%	More content
5%	More Traffic
4.80%	More info on PG Preparation
3%	Addition of more guidelines & MCQs
3%	CME/Webinar/Teleconference for cases
2%	Not clear with concept of app
2%	Difficult to use app
0.60%	More Jobs
0.60%	Irrelevant cases with respect to specialty

DATA ANALYSIS

1. The main focus of Curofy (app) is to get doctor's queries and patient cases solved by the opinions of other doctors and treat their patients much more efficiently. Curofy is world's only platform on which 1,00,00+ cases have been discussed and hence was important to know, as to what extent were these cases getting solved. It was found by the study that a cumulative of 54% of people found the app to be effective in resolving their queries posted on the app which is on higher end.
2. Tagging of the cases to relevant specialty is one of the most important function of Curofy's editorial team. Seeing relevant cases in the discussion feed by a doctor helps in engaging him the most. Till now, doctors are spending more than 2 million minutes/month on the app and 47% of people were found to be completely satisfied with cases posted w.r.t the specialty related queries.
3. Curofy is a platform which focuses on "pull" instead of "push" to keep users updated about the app content but irrelevant push can lead to drop-outs and uninstallation by users. Study by Localytics shows that 52% of app users find notifications annoying and leads to app uninstallation. But at Curofy, 71% of the Curofy HCPs felt the pushed channels knowledgeable.

DATA ANALYSIS

4. Indegene's 2015 digital savvy HCP survey also revealed that doctors four out of 10 Indian doctors prefer going completely digital, hence to make doctors adopt technology a simple user interface is the key. According to the study, it was found that a cumulative of 82% of people found the app to be easy to use and for 18% people who didn't find the app easy to use, there is a need to work more.
5. Curofy has got a average NPS of 6.9. This helps to decide the path of a long journey.
6. The feedback was taken from users as the last question. It was seen that 9% of the doctors feel the need for case conclusion to understand the best answer. Curofy has a library section with 1051 guidelines from 76 specialties, 1652 articles from 707 Journals and 679 MCQ challenges from 68 specialties and also has a section in its "Genie" segment for preparation of PG exams and In case of General practice doctors, 4.8% of doctors wants more focus on the PG preparation and 3% of doctors wants more focus on Research and guidelines.

SUGGESTIONS

A lot more focus has to be given in getting the cases and queries solved by the Curofy HCPs on the app. It can be done through specific targeting and bringing in more doctors on the app through marketing.

Efforts should be made to push much more knowledgeable content and keep doctors updated.

More MCQs with a lot more focus on PG Preparation and image based MCQ questions should be added.

Curofy has an interactive user interface and should always maintain this standard with much more innovations, if possible.

Specialty wise more updated journals should be added to the Library and users should be notified about it on regular basis especially for Dentistry and Ayurveda doctors.

CME/ Webinars should be conducted on regular intervals for all the specialties.

CONCLUSION

From the study, I came to know about the important conclusion regarding the customer satisfaction of Curofy.

Curofy has been in market since past 2 years and is being used by more than 2,00,00 doctors and offers doctor a platform to get connected with peers and also to expand their professional network list with the advantage of peer to peer learning. Curofy, is clearly emerging as an alternate for whatsapp for doctors to discuss their cases.

The word of mouth has been great advantage to aware the customers about the offerings and benefits of Curofy. With increasing smartphone market, Curofy is on growth stage and is capturing the market on a faster pace but company has to keep on innovating to maintain the satisfactory level of existing customers.

Because with given enough time platforms such as Docplexus, PlexusMd are a capable product and they might overtake Curofy, unless some new innovations are continuously adopted by the leading and largest doctor platform.

Thank you!

