



SUMMER INTERNSHIP PRESENTATION

TOPIC- HOW DOCTORS CAN USE DIGITAL
IN NEW NORMAL

ORGANIZATION- ARKS Knowledge Consulting Pvt Ltd

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ROLL No- 179

MBA PM-11

IIHMR JAIPUR

- During my summer internship at ARKS Knowledge Consulting Pvt Ltd. I did research on the topic “How doctors can use digital in the new normal” which was given to us by Salil Kallianpur Sir, Founder of ARKS Knowledge Consulting Pvt Ltd. with the help of my faculty Dr. Sandeep Narula Sir, IIHMR.
- It has been observed that conventional methods of consultation of patients with doctors are getting affected with the involvement of technology. The same thing is evident in MR- doctor interaction.
- Rise of technology is important and inevitable and the pandemic is playing its role in boosting this effect further.(Physical distancing)
- New normal here means the COVID-19 and post COVID-19 period

INTRODUCTION



- The main objectives of this research are-
 - a) To understand how doctors want the involvement of technology in consultations process and interaction with MRs.
 - b) To understand how doctors use technology professionally.
 - c) To understand how patients use technology in terms of IoT, telemedicine and appointment making.



OBJECTIVE OF THE RESEARCH

- Through this research we wanted to understand the mindset of the doctors regarding the adoption of digital means in the new normal.
- Technology is on rise and is ubiquitous in all the sectors but there are many limitations too which inhibits the introduction of technology in healthcare sector at many places. We also wanted to understand these limitations.
- Understanding the perception of MRs and patients regarding the same
- What are the various technologies that can be used by doctors and how willing are they?
- These technologies are IoT (health wearables), telemedicine, point of care apps etc.



OBJECTIVE OF RESEARCH

- The topic of this research is “How doctors can use digital in new normal”. This is a very important topic as it gives us answers to various questions such as-
 - a) How is the pandemic going to affect the consultation process?
 - b) How can telemedicine and other technology play their role in healthcare sector where doctors are concerned?
 - c) What is the perception of Doctors, patients and MRs regarding the same.
 - d) It will help us to understand how healthcare system will utilize technology



IMPORTANCE OF THIS RESEARCH

- This is a relatively new study and almost negligible research has been done on this topic.
- “Patients’ willingness to share digital health and non-health data for research: a cross-sectional study” published in 2019
- “Perceptions on mobile health in the primary healthcare setting in Belgium” in 2018, it was concluded that resistance to mobile health services persists in the general population and among family physicians.
- Pharma companies such as Biogen and Global Blood Therapeutics have themselves suspended face-to-face meetings. In turn, virtual interactions between reps and healthcare providers are increasing, with BMS, GSK, Pfizer, and Sanofi – to name a few – scaling up the use of remote technology to ensure continued engagement with healthcare professionals. We expect this progress to continue even after the pandemic’s threat has abated. (DRG’s 2019 annual ePharma Physician Report)
- DRG Report 2019 said there were 57% of doctors were willing to meet MRs in person against 67% in 2018.



LITERATURE REVIEW

- To conduct this research, 3 questionnaires were designed for doctors, patients and medical reps respectively including questions related to technology and its use by them in healthcare industry.
- Sample size- 60
- Inclusion criteria - Doctors from any specialization who are able to understand the scope of this research and have their consent, adult medical reps and adult patients who are able to respond to the respective questionnaire with their consent.
- The responses were collected using google form and analysed after which inferences were made.



METHODOLOGY

Image source- <https://www.teodesk.com/blog/all-you-need-to-know-about-the-hybrid-methodology/>

- It was found that majority of doctors believe that in new normal use of digital means will be more and they are willing to interact with medical reps digitally rather than physically
- Medical reps are also expecting the same change from doctors side
- Patients (67%) wants to use telemedicine in new normal.
- The main reasons why patients don't want to use telemedicine and point of care apps are lack of personal touch and prefer known doctors respectively
- Patients are willing to share their health wearables data.



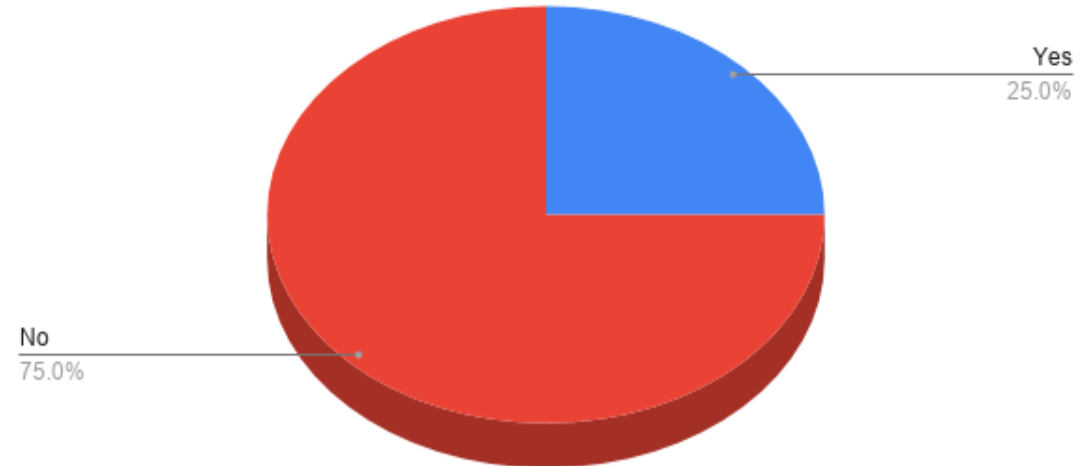
INFERENCES

Image source - <https://hitconsultant.net/2018/03/20/introduction-to-valuing-telemedicine/>

INFERENCES

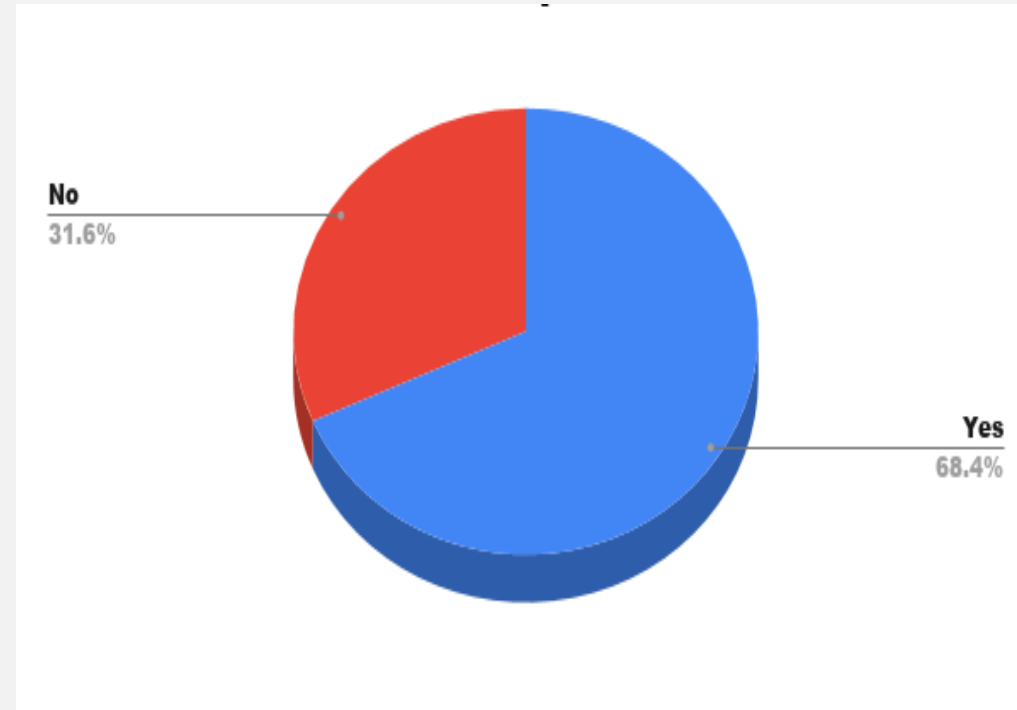
- Although pandemic is playing its own role in bringing up a phygital model of interaction but DRG report 2019 said doctors were getting inclined towards digital methods for interaction.
- 75% doctors in this research also believe traditional approach will reduce

Will traditional approach of marketing persist in new normal?



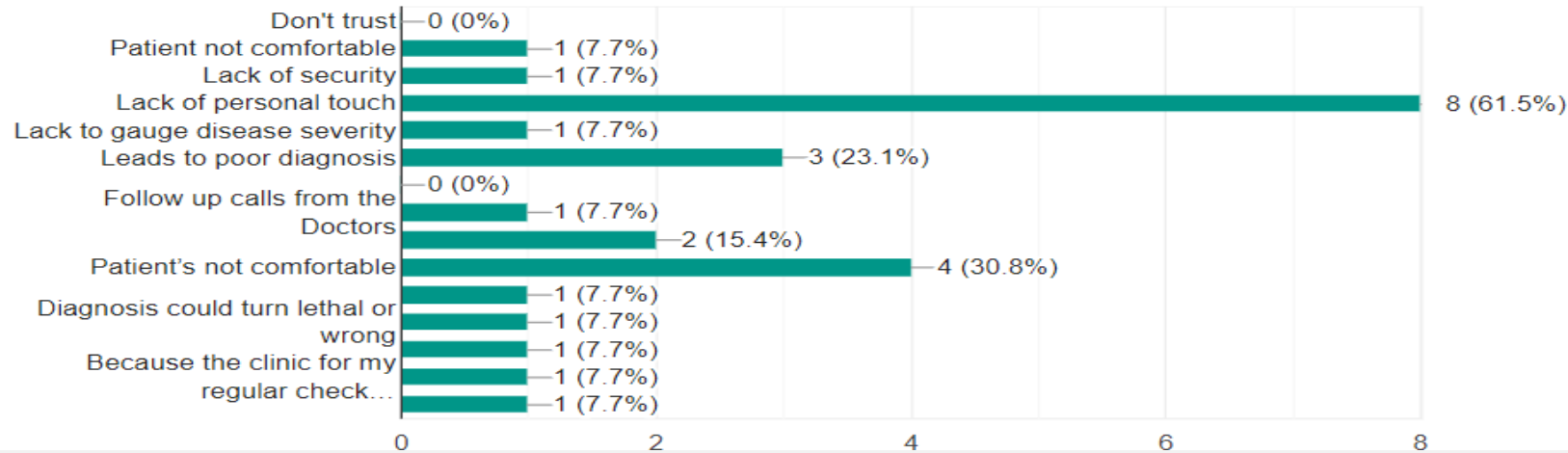
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- 68.4% of the patients would like to use telemedicine.
- According to an article in British Journal of General Practice in 2019, participants reported positive experiences of virtual consultation.
- . In a research conducted by Apollo Tele Health Services, India it was found that 90% of the participants which were all patients says that they would like to use telemedicine .

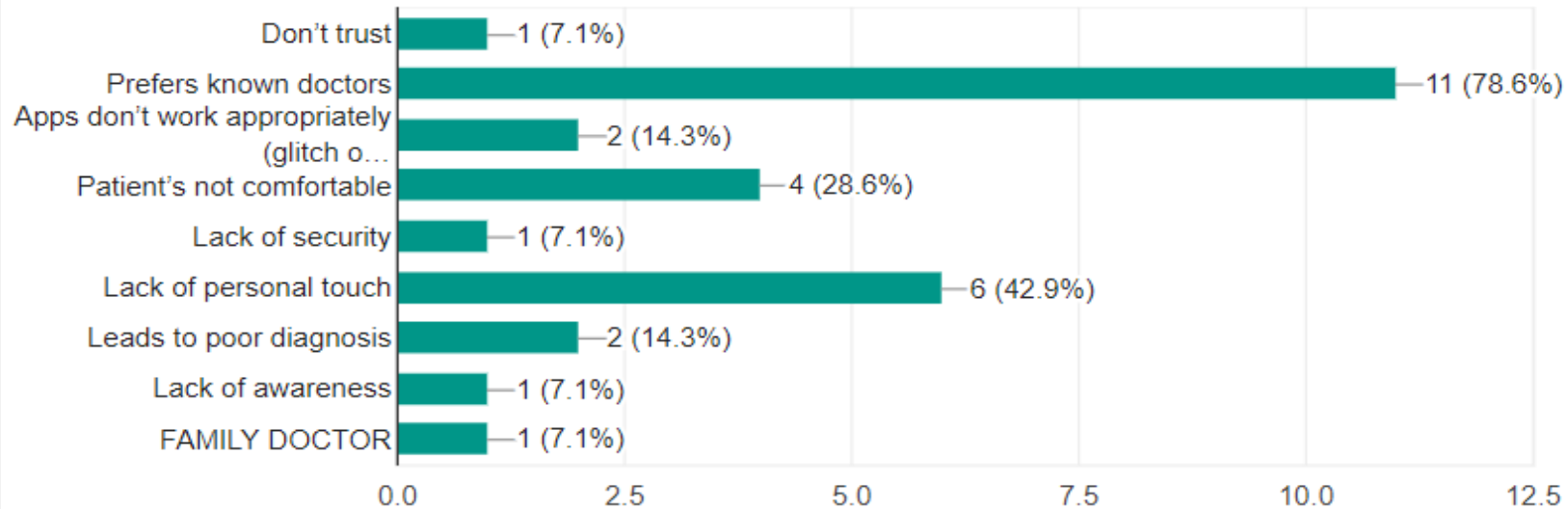


Percentage of patients that want to use telemedicine.

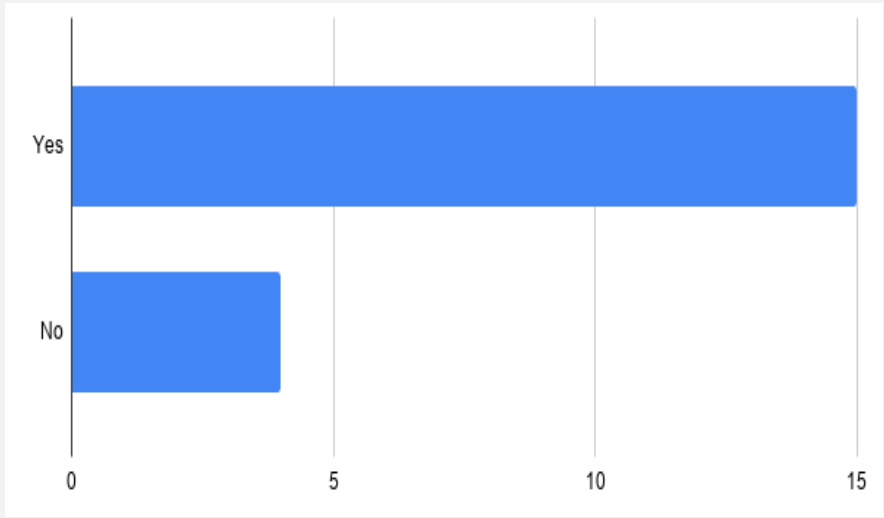
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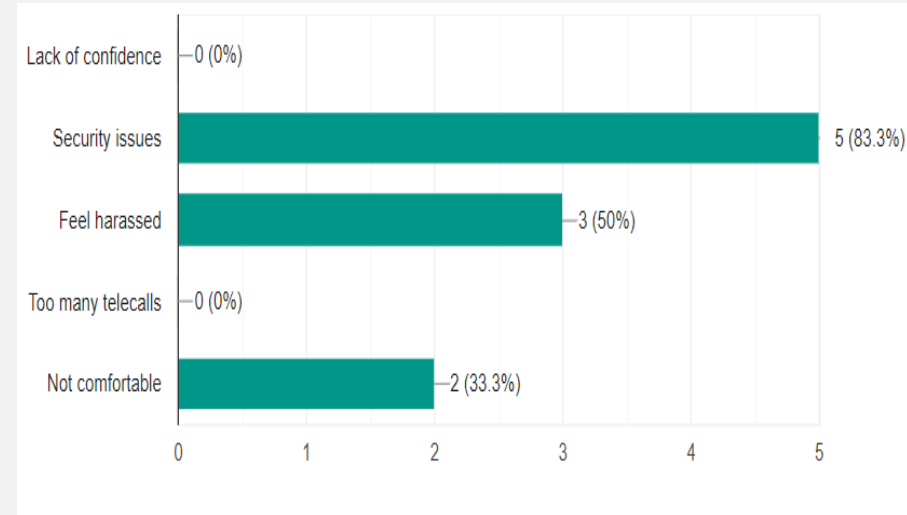
Reasons why patients don't use telemedicine



Reasons why patients don't use point of care apps



Are patients willing to share their medical data from health wearables?



Why patients don't want to share their data?

- I can conclude from my research that-
 - a) There has been a rise in use of technology in the healthcare industry
 - b) Doctors want less of physical interaction with MRs and want to consume digital means for the same in order to save time and energy
 - c) Doctors are willing to use IoT, telemedicine, and POC apps.
 - d) Patients are also willing to use technology such as telemedicine, IoT and online appointment making and the utilization among patients of digital has already increased a lot
 - e) MRs understand this technological shit and are developing phygital strategies to interact with doctors.
 - f) IoT (health wearables) is a technology that has got potential in the near future in healthcare industry.
 - g) Telemedicine will apparently be widely accepted.
 - h) Other technologies have also got potential.

Conclusion

Thank You



ONLINE COURSE REPORT

DIGITAL MARKETING

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- Digital marketing is the component of marketing that utilizes internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services.
- It is very important to understand digital marketing concept in todays time as it is replacing the conventional or traditional marketing at a fast pace.
- All types of business must use digital marketing in todays time to compete with rest of the companies.

DIGITAL MARKETING

- The average U.S. consumer is exposed to 10,000 brand messages a day
- 92% of consumers look at a company's website when choosing a service provider or product
- At any given time, 60% of Indians are shopping for something
- 97% of people go online to find products and services
- 93% of online experiences begin with a search engine
- 88% of consumers trust online reviews as much as they trust personal recommendations
- 86% of people look up the location of a business on Google Maps

WHY IS DIGITAL MARKETING IMPORTANT?

- Keyword surfer
- Similar Web
- Google trends
- Canva
- VidiQ

TOOLS OF DIGITAL MARKETING

- SEO (Search Engine Optimization)
- SEM (Search Engine Marketing)
- Content Marketing
- Social Media Marketing
- Pay per click
- Native Advertising
- Email Marketing
- Online PR
- Inbound Marketing
- Sponsored Content

TYPES OF DIGITAL MARKETING

- Define your brand
- Identify your audience
- Set your goals
- Choose your digital marketing method
- Set your budget
- Measure results and identify the effects

STEPS TO CREATE DIGITAL MARKETING PLAN

Thank You