

A high-angle, top-down photograph of a person's hands working on a silver laptop. The person is wearing a grey and white striped long-sleeved shirt. Their left hand is on the trackpad, and their right hand is typing on the keyboard. A black smartwatch is visible on their right wrist. The laptop is open on a white desk. To the left of the laptop, there is a small white notepad with two pens (one orange, one silver) resting on it. In the bottom right corner, a white cup of coffee with a latte art design is visible. The background is a solid blue color with a diagonal white line separating the text area from the image area.

Summer Internship Presentation by Siddharth singh Ranawat

Guide – Rahul
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About Medisage



By the Doctors for the doctors

Funded by bootstrapped, medisage was founded by bhagwat dhingra and Abhishek ghosh in 2019. Headquatered in Mumbai medisage is the pionner in creation of credible upskilling and upgrading content for doctors



It is a completely digital platform which provide video content to the doctors so that they can remain updated and upgraded in the dynamic medical field.

Mission: To create an holistic learning experience for network of healthcare practitioner by provide them with credible content through collaboration and partnership with medical bodies.

To be a leader of content creation and HCP engagement in the digital era by fully understanding the knowledge needs of HCPS.

Doctors are engaged through variety of Audio, video content and time to time different kind of content is released through partnership with experts, colleges and medical associations

➤ **Live Webinars and CMEs**

➤ **Medflix Series**

➤ **Online courses**

➤ **350+ global experts**

➤ **Collaboration with 50+ healthcare organization**





RESEARCH WORK

Research Question

To know the adoption of different knowledge platforms by healthcare practitioner in digital era.

Research objective

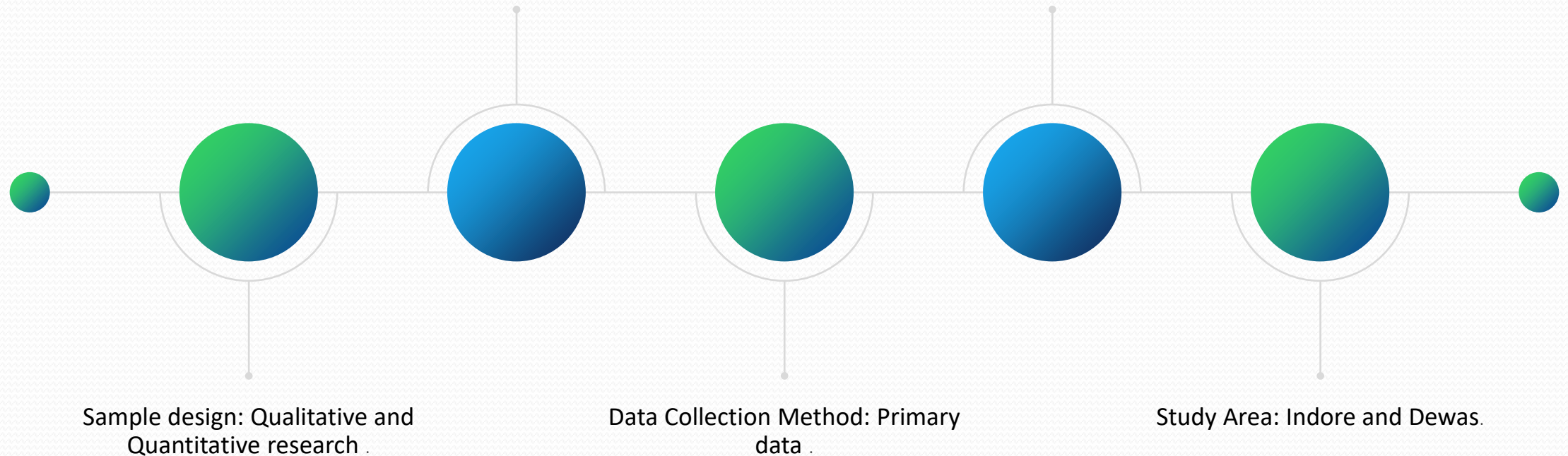
1. Identified and mapped the healthcare professionals in the region
2. To perform need gap analysis for healthcare professionals
3. To reach out healthcare professionals mapped in our area and Brief them about My Medisage

Research Design

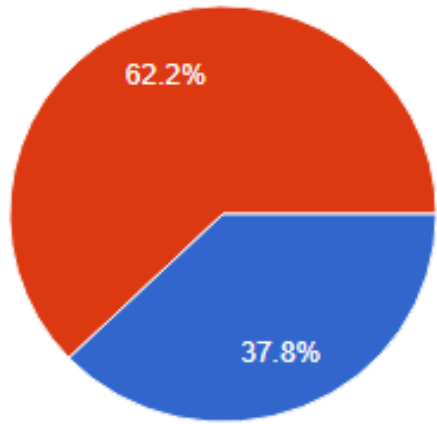
A research is good as its research design .

Sample Size: 50 Doctors.

Method of Collecting data:
Sharing the Questionnaires
digitally on whats app and mail
and through visiting doctors .

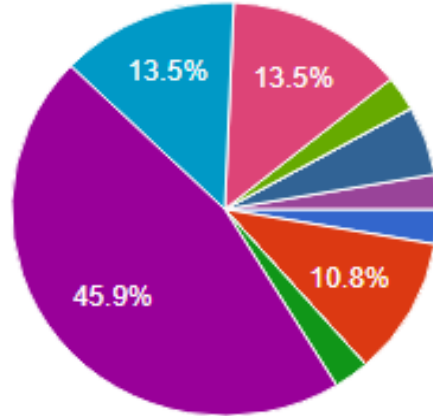


Questions and Responses



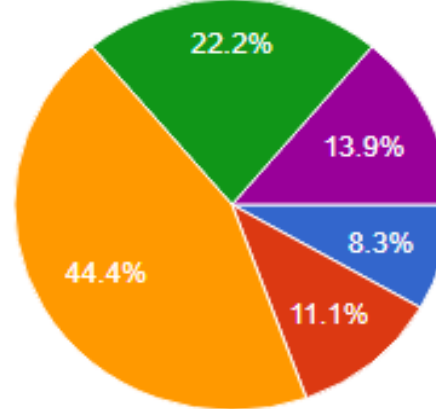
Gender

62.2 % were respondents male and the rest 37.8% were female



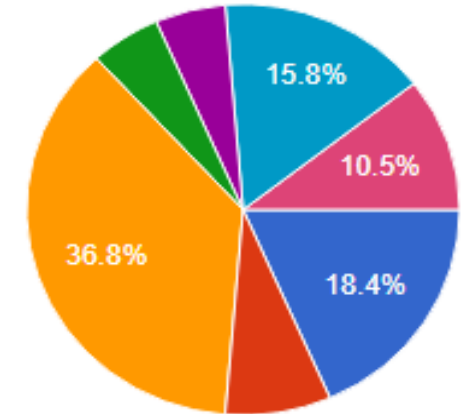
Speciality

45% of the respondents were G.P. There were equal percentage of cardiologist and ICS. There were also 10% of dermatologist



Patient visit per day

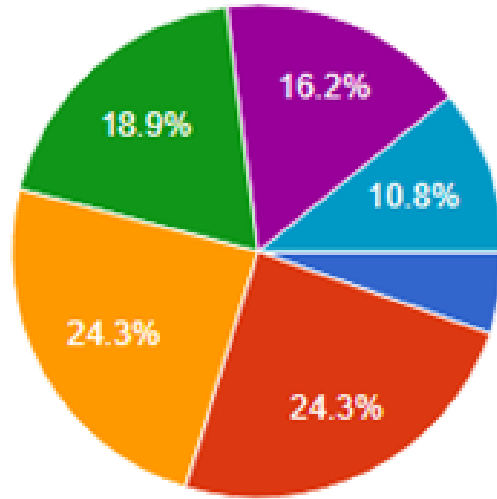
Forty four percent of the 50 HCPs see 0-10 patients every day.
HCPs see 27 patients every day on average,
22.2% of HCPs see between 20 and 40 patients.



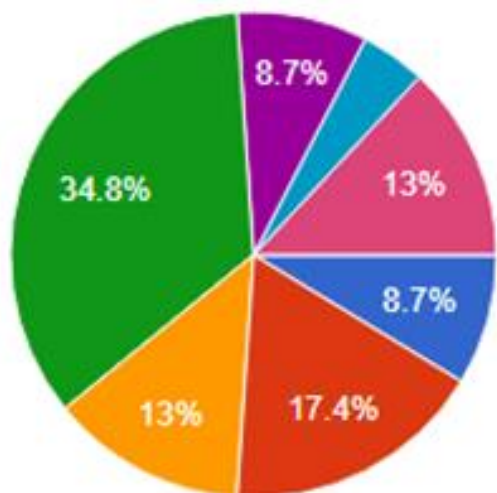
How they keep them updated

18.4% from Medical Conferences
7.9% from Medical Journals
36.8% from Webinars/CMEs
5.3% from What's app Group discussion
5.9% from discuss with peers
friends' colleagues

Conclusion



5.4% HCPs prefer short videos to get themselves updated for latest sciences 10.8% HCPs prefer Online Medical Journal to keep them updated 24.3 HCP prefer to interact with opinion leaders and subject exam and colleges, professors and regional, KOL associations 24.3% doctors also prefer to keep them updated through CME and webinars 16.2% prefer short courses.



8.7% ask someone from medical association 34.8% gets advice from their senior doctor 13.4% gets second opinion from friends and peers 17.4% of HCPs use their own knowledge and experience 9% HCPs ask their fellow doctors to get their second opinion.

A DIGITAL KNOWLEDGE PLATFORM FOR DOCTORS



With this dynamic world, field of medical care are now changing faster than ever, with the rise of new diseases, diagnosis and drugs the doctors need to know about the latest procedures and official guidelines released by different medical association, thus it is imperative to stay familiar with recent evolutions in medical world.

Therefore the doctors should have access to credible knowledge and information so that they could cope with their rapidly transforming field. The digital world has bring everything in their fingertips. Preference of doctors has also changed with the change in the physical one giving a huge opportunity to platform such as medisage to keep the doctors engaged and updated



Thank
you