

Summer Training Report

At

MY MediSage

May 16,2020 to July 16, 2020

A Report

By

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(0274)

MBA PHARMACEUTICAL MANAGEMENT

2020-2022



Acknowledgement

I want to thank my tutor Mr Yashwant Mishra, industry coach MediSage, he was a great mentor to me during the whole intership and were a great problem solver whenever I faced one.

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I would also Dhingra sir for motivating us in different ways and solving our queries.

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Table of Contents

Main Text	4
Observational Learning	
a. Introduction about the organization	4
b. Research objective	5
c. Research question and Methodology	5
d. Data collection and Discussion	6
e. Data interpretation	6-10
f. Conclusion	11
g. General findings and learning	11
Annexure	12-16

Observational learning

About the organization:

MediSage is an on-demand OTT global knowledge platform of curated medical content, poised to become the largest Healthcare Professional (HCP) network in the World. Our intent is to create a vibrant community where leading subject experts can assist HCPs across the world to upskill and upgrade their knowledge through Audio-Video series of contents & CME courses.

MediSage is collaborating with Global Universities, Medical Associations, Subject Matter Experts & Medical bodies to develop, curate and certify content for the use of HCPs across various specialties.

Founded by industry veterans, the vision of the company is to keep doctors abreast with the latest medical knowledge, global best practices and case studies enabling doctors to improve patient outcomes through right diagnosis and quality treatment.

MediSage is a free OTT platform for doctors and HCPs to access latest information across various key specialties.

MediSage mantra is “For the Doctors by the Doctors”

MediSage is built with the vision of reaching the utmost doctors of this country digitally and upskill them.

MediSage is building India’s fastest growing doctors’ platform, MediSage has built a reach of 4lakh + doctors so far with the aim of bringing 1 million doctors on board to MediSage platform to transform and digitalize the healthcare system.

MediSage has quickly climbed to achieve the spot of “One of the fastest growing doctor platforms”, MediSage is quoted as “Netflix for doctors” through multiple articles in the like India today, Business world Biospectrum among many.

Research Question?

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

Research Objectives:

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

Methodology

1. Sample design: Qualitative and Quantitative research
2. Sample Size: 50 Doctors
3. Data Collection Tool: Survey Questionnaires is provided in google form
4. Data Collection Method: Primary data
5. Method of Collecting data: Sharing the Questionnaires digitally on whats app and mail and through visiting doctors
6. Study Duration: 50 days
7. Study Area: Indore and Dewas

Data collection

The questionnaire included eight separate questions. The first section of the question focuses on information such as name, gender, email address, and doctor's phone number. The second component we looked out for how many patients a doctor see daily and their specialization . The study's final portion was aimed to find out how doctors keeps themselves updated and their engaged across different source of knowledge

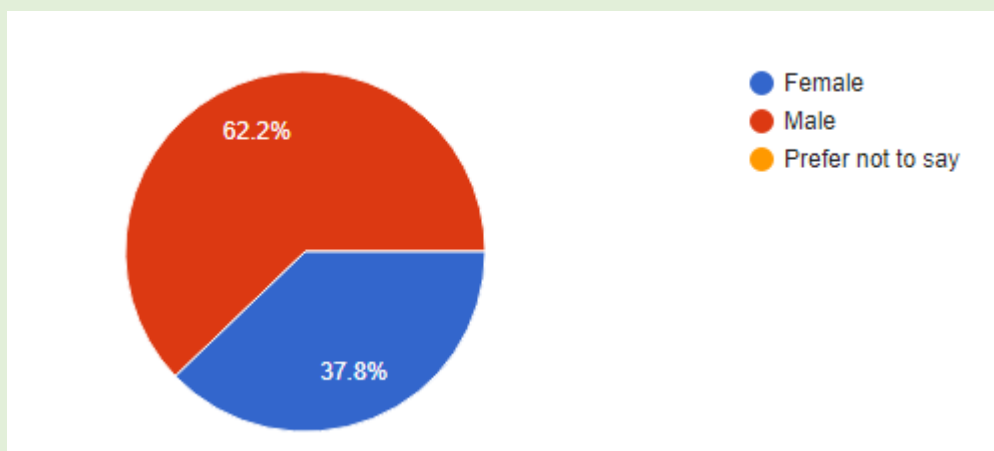
Discussion

The data was gathered from 50 healthcare experts in Indore and dewas

Every respondent expressed interest in knowing the amount of patients they meet on a daily basis, as well as their attitudes concerning how they are revamping and keeping up with the most recent innovations.

The obtained responses are as follows:

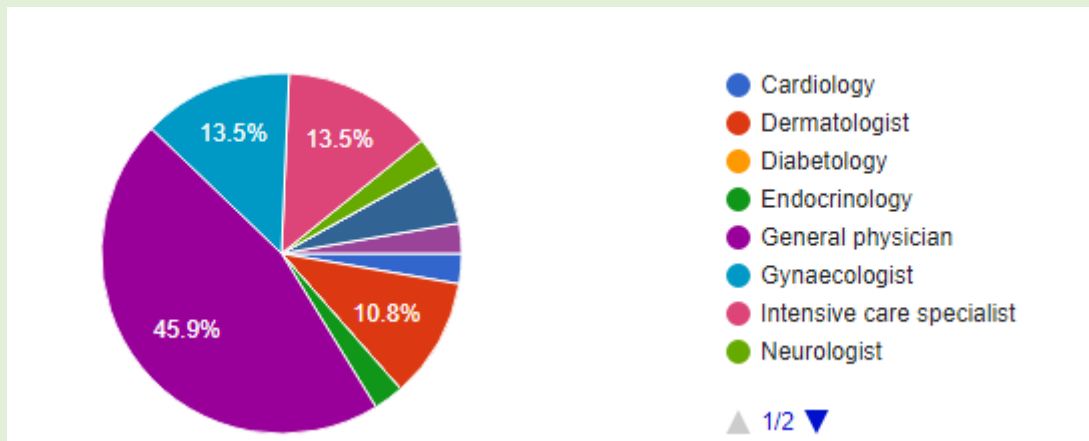
DEMOGRAPHIC DATA



50 responses were obtained form healthcare practitioners.

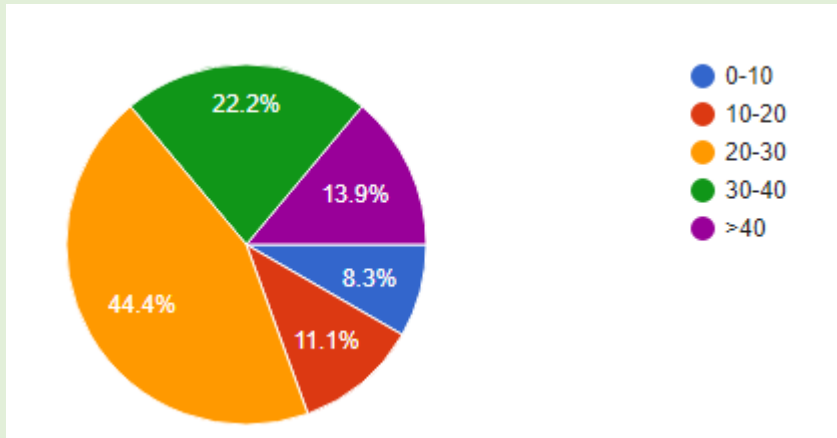
Male HCPs account for 62.2% of the 50 HCPs, whereas female HCPs account for 37.8%.

Specialty of HCP



specialty	Count of specialty
Cardiology	7
Dermatologist	6
Diabetology	0
Endocrinology	1
General physician	22
Gynaecologist	2
Intensive care specialist	7
Neurologist	1
Oncologist	1
Orthopedic	1
Pediatrician	2
Urology	0

How many patients they visit each day

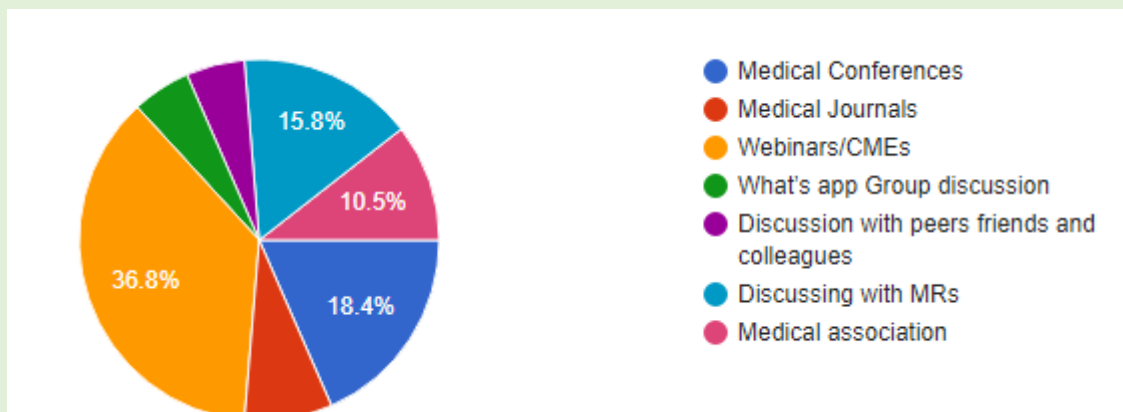


Forty four percent of the 50 HCPs see 0-10 patients every day.

HCPs see 27 patients every day on average,

22.2% of HCPs see between 20 and 40 patients.

How does HCPs keep themselves updated



The majority of HCPs keep themselves up to date in a variety of methods.

18.4% from Medical Conferences

7.9% from Medical Journals

36.8% from Webinars/CMEs

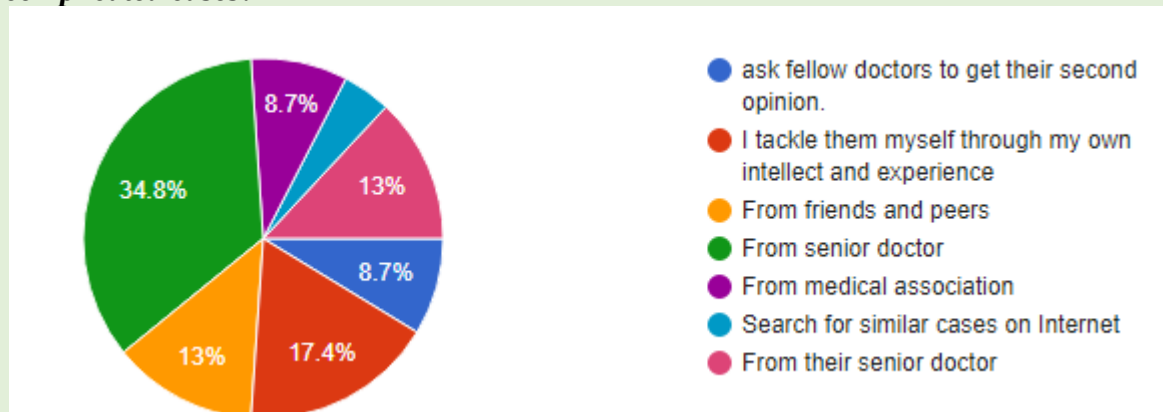
5.3% from What's app Group discussion

5.9% from discuss with peers friends' colleagues

18.4% gets updated by discussing with MRs

10.5% gets updated by medical association

From whom does the HCPs get their 2nd opinion for the differential diagnosis or complicated cases?



Most of the HCPs gets there second opinion for complicated cases to solve through

8.7% ask someone from medical association

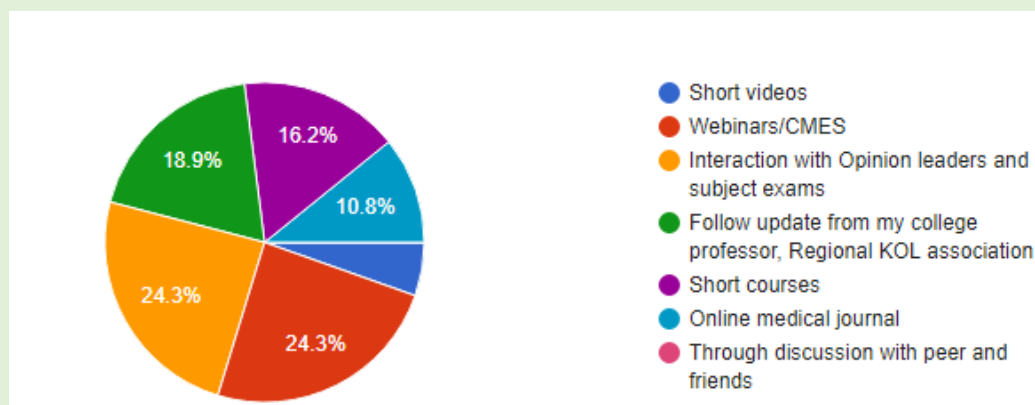
34.8% gets advice from their senior doctor

13.4% gets second opinion from friends and peers

17.4% of HCPs use their own knowledge and experince

9% HCPs ask their fellow doctors to get their second opinion.

Which are the Method HCPs Prefer to keep themselves updated digitally for new sciences?



As the covid arrived physical interaction to gain knowledge and experience through different events and seminars is hampered so the objective of the study is to find that how doctors are keeping themselves updated in these times and it has been find in this study that majority of doctors are keeping themselves updated through CME and Webinars. Now the doctors feel comfortable and confident in attending the digital events through different platforms and they are eager to gain credible information through interacting with experts

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

Conclusion

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 changing times doctors now prefer digital interactions more than the physical one giving a huge opportunity to platform such as medisage to keep the doctors engaged and updated.

Finding and learning in general

Identified and mapped the region's healthcare professionals.

- I. Using MediSage's tools, I was able to generate different observations and insights.
- II. Conducting a need gap analysis for healthcare professionals
- III. Helping and Assisting the HCPS to download the medisage app
- IV. Identified and mapped the region's healthcare professionals.
- V. I was able to communicate with HCPS and was able to understand their knowledge needs

Time Schedule

SL No.	Day and Date	Activity Performed
1	May 12, 2021, Wednesday	Screening and interaction with MediSage.
2	May 13, 2021, Thursday	Geographical Mapping of Hospitals, PHC, no. of doctors, Medical college in our city.
3	May 14, 2021, Friday	Geographical Mapping of Hospitals, PHC, no. of doctors, Medical college in our city.
4	May 15, 2021, Saturday	Geographical Mapping of Hospitals, PHC, no. of doctors, Medical college in our city.
5	May 16, 2021, Sunday	Induction programme of MediSage.
6	May 17, 2021, Monday	Meet with doctors and briefed them about medisage
7	May 18, 2021, Tuesday	Communicated with doctors on call, email and whats app to note their response and brief them about medisage app.
8	May 19, 2021, Wednesday	Communicated with doctors on call, email and whats app to note their response and brief them about medisage app.
9	May 20, 2021, Thursday	Communicated with doctors on call, email and whats app to note their response and brief them about medisage app.
10	May 21, 2021, Friday	Communicated with doctors on call, email and whats app to note their response and brief them about medisage app.
11	May 22, 2021, Saturday	Communicated with doctors on call, email and whats app to note their response and brief them about medisage app.
12	May 23, 2021, Sunday	Weekend Interaction with medisage team to inform them about the work progress and issues
13	May 24, 2021, Monday	Meet with doctors and briefed them about medisage
14	May 25, 2021, Tuesday	Communicated with doctors on call, email and whats app to note their response and brief them about medisage app.
15	May 26, 2021, Wednesday	Communicated with doctors on call, email and whats app to note their response and brief them about medisage app.

16	May 27, 2021, Thursday	Communicated with doctors on call, email and whats app to note their response and brief them about medisage app.
17	May 28, 2021, Friday	Communicated with doctors on call, email and whats app to note their response and brief them about medisage app..
18	May 29, 2021, Saturday	Communicated with doctors on call, email and whats app to note their response and brief them about medisage app.
19	May 30, 2021, Sunday	Weekend Interaction with medisage team to inform them about the work progress and issues
20	May 31, 2021, Monday	Meet with doctors and briefed them about medisage Interaction with Zydus Cadila Vice President, Pramod Kumar Rajput on career prospects in Pharma Industry
21	June 01, 2021, Tuesday	Communicated with doctors on call, email and whats app to note their response and brief them about medisage app.
22	June 02, 2021, Wednesday	Communicated with doctors on call, email and whats app to note their response and brief them about medisage app.
23	June 03, 2021, Thursday	Communicated with doctors on call, email and whats app to note their response and brief them about medisage app.
24	June 04, 2021, Friday	Communicated with doctors on call, email and whats app to note their response and brief them about medisage app.
25	June 05, 2021, Saturday	Communicated with doctors on call, email and whats app to note their response and brief them about medisage app.
26	June 06, 2021, Sunday	Weekend Interaction with medisage team to inform them about the work progress and issues
27	June 07, 2021, Monday	Meet with doctors physically and briefed them about medisage
28	June 08, 2021, Tuesday	Communicated with doctors on call, email and whats app to note their response and brief them about medisage app.
29	June 09, 2021, Wednesday	Communicated with doctors on call, email and whats app to note their response and brief them about medisage app.
30	June 10, 2021, Thursday	Communicated with doctors on call, email and

		whats app to note their response and brief them about medisage app.
31	June 11, 2021, Friday	Communicated with doctors on call, email and whats app to note their response and brief them about medisage app.
32	June 12, 2021, Saturday	Communicated with doctors on call, email and whats app to note their response and brief them about medisage app.
33	June 13, 2021, Sunday	Weekend Interaction with medisage team to inform them about the work progress and issues
34	June 14, 2021, Monday	Meet with doctors physically and briefed them about medisage
35	June 15, 2021, Tuesday	Communicated with doctors on call, email and whats app to note their response and brief them about medisage app.
36	June 16, 2021, Wednesday	Communicated with doctors on call, email and whats app to note their response and brief them about medisage app.
37	June 17, 2021, Thursday	Communicated with doctors on call, email and whats app to note their response and brief them about medisage app.
38	June 18, 2021, Friday	Communicated with doctors on call, email and whats app to note their response and brief them about medisage app.
39	June 19, 2021, Saturday	Communicated with doctors on call, email and whats app to note their response and brief them about medisage app.
40	June 20, 2021, Sunday	Weekend Interaction with medisage team to inform them about the work progress and issues
41	June 21, 2021, Monday	Meet with doctors physically and briefed them about medisage

42	June 22, 2021, Tuesday	Communicated with doctors on call, email and whats app to note their response and brief them about medisage app.
43	June 23, 2021, Wednesday	Communicated with doctors on call, email and whats app to note their response and brief them about medisage app.
44	June 24, 2021, Thursday	Communicated with doctors on call, email and whats app to note their response and brief them about medisage app.
45	June 25, 2021, Friday	Communicated with doctors on call, email and whats app to note their response and brief them about medisage app.
46	June 26, 2021, Saturday	Communicated with doctors on call, email and whats app to note their response and brief them about medisage app.
47	June 28, 2021, Monday	Interaction with medisage team to inform them about the work progress and issues
48	June 29, 2021, Tuesday	Communicated with doctors on call, email and whats app to note their response and brief them about medisage app.
49	June 30, 2021, Wednesday	Communicated with doctors on call, email and whats app to note their response and brief them about medisage app.
50	July 1, 2021, Thursday	Communicated with doctors on call, email and whats app to note their response and brief them about medisage app.
51	July 2, 2021, Friday	Communicated with doctors on call, email and whats app to note their response and brief them about medisage app.
52	July 3, 2021, Saturday	Communicated with doctors on call, email and

		whats app to note their response and brief them about medisage app.
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