



SUMMER TRAINING REPORT
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at
MEDISAGE E-LEARNING PRIVATE
LIMITED
MBA in Pharmaceutical Management
Batch 2020-2022
Of
Indian Institute of Health Management
and Research, Jaipur

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MEDISAGE

Medisage is an online platform created for the upgradation of the knowledge for the doctors. The tag line of Medisage is “by the doctors, for the doctors”.

Mission: To help the medical practitioners to update their knowledge in every possible way by reaching out maximum number of doctors and medical students.

Vision: To be a prominent leader in healthcare industry and always ready to serve doctors by knowing their area of interest and finding out best possible way to upgrade their knowledge.



YOURSTORY

STARTUP SNAPSHOT



FOUNDERS
Bhagwat Dhingra
and Abhishek Ghosh



FOUNDED IN
2019



HEADQUARTER
Mumbai



SECTOR
E-Learning



WHAT IT SOLVES
Provides medical
upskilling content
for doctors



FUNDING
Bootstrapped

BACKGROUND



- FOUNDERS:
- Bhagwat Dhingra is the core founder of the company and Abhishek Ghosh is the co-founder.
- Medisage a Health Start-up Private Company located at Mumbai, Maharashtra was incepted on 11 November 2011 and launched in April 2020 comprising of two directors Abhishek Ghosh and Bhagwat Sharan Dhingra.

MEDISAGE APP:

- Curated medical content for the Health Care Professional.
- Live CMEs
- Mediflix series
- Accredited Courses
- 350 + Global Experts
- Collaboration with 50 + Healthcare Organization
- 500 + Journals.

A DIGITAL KNOWLEDGE PLATFORM FOR DOCTORS



Sections of the app:

Home, Partners, Events, Search and Personal profile.

HOME Page



PARTNERS

SUN PHARMA

ALKEM

GLENMARK

ALCON

ASTRAZENECA

BHARAT SERUMS

RIVAARA

Procter & Gamble

MICRO LABS

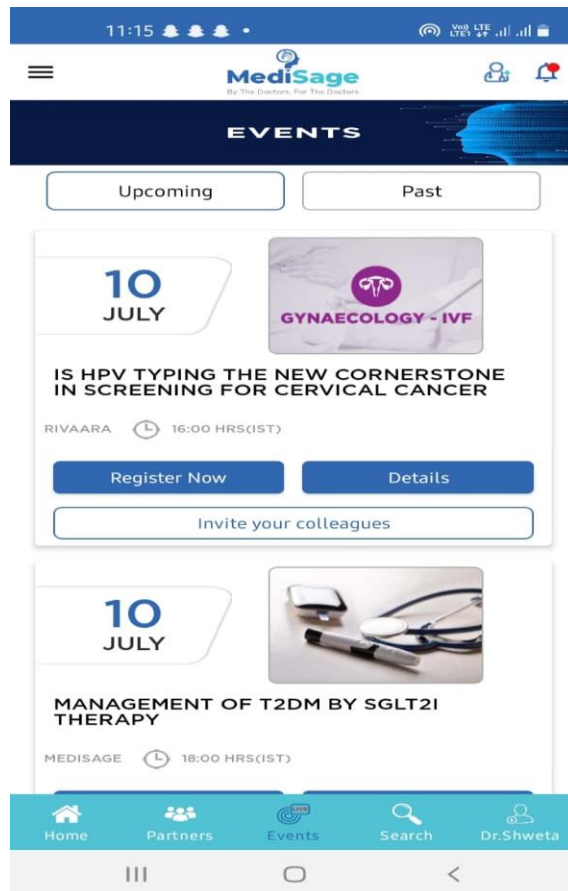
METROPOLIS

MEDTRONIC

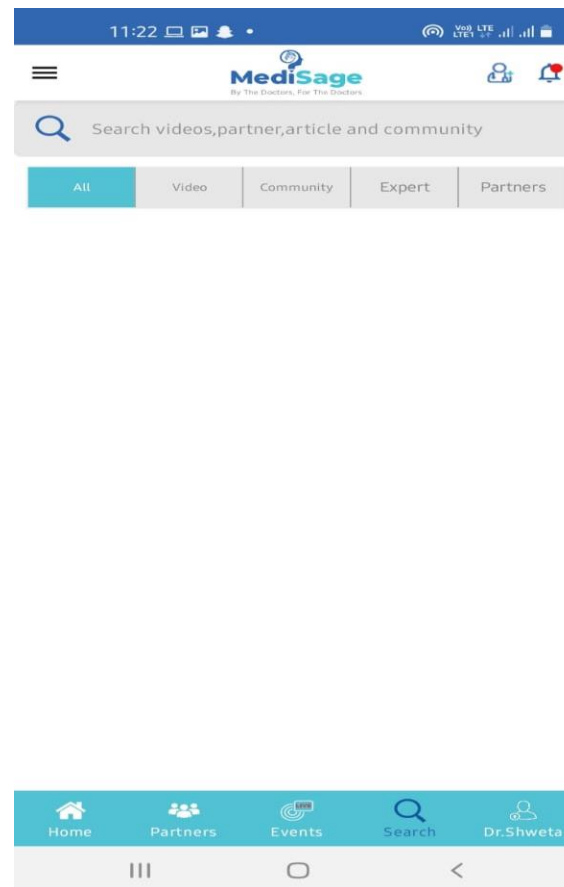
ADVY

NATCO

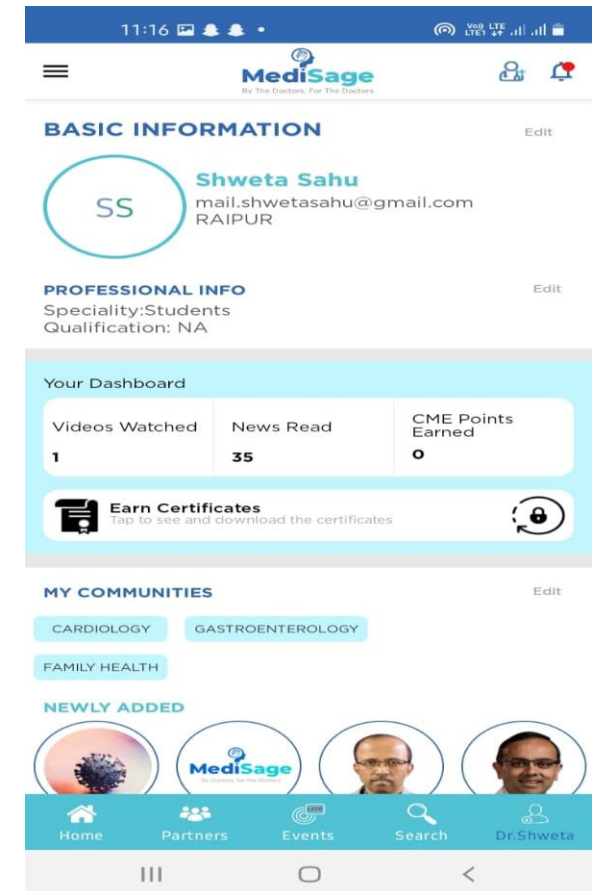
EVENTS



SEARCH



My Profile



OBJECTIVE:

1. To analysis the healthcare sector of our area.
2. To identify the need gap analysis of the doctors and solve their problem by helping them to download the Medisage app.
3. To make doctors more comfortable towards an online content which will serve them benefit in long run.
4. To identify the sources of knowledge gaining of the doctors.

MODE OF DATA COLLECTION:

The mapping of number of Hospitals (Government and Private), number of doctors, number of Primary Health Care Centers and number of Medical College of the area (Raipur, Chhattisgarh) was done.

Primary data was collected by using online and offline modes.

Digitally the data was collected by telephonic calls, text and WhatsApp messages.

Field visit was done to all the doctors

GENERAL FINDINGS ON LEARNING:

Identification of the sources doctors used to update their knowledge.

Analysis of the Healthcare sector of our area

Tackling and understanding the behaviour of Doctors

Marketing tactics

ANALYSIS AND INTERPRETATION

1. Analysis of the geographical Mapping of Healthcare Sector of Raipur (C.G):

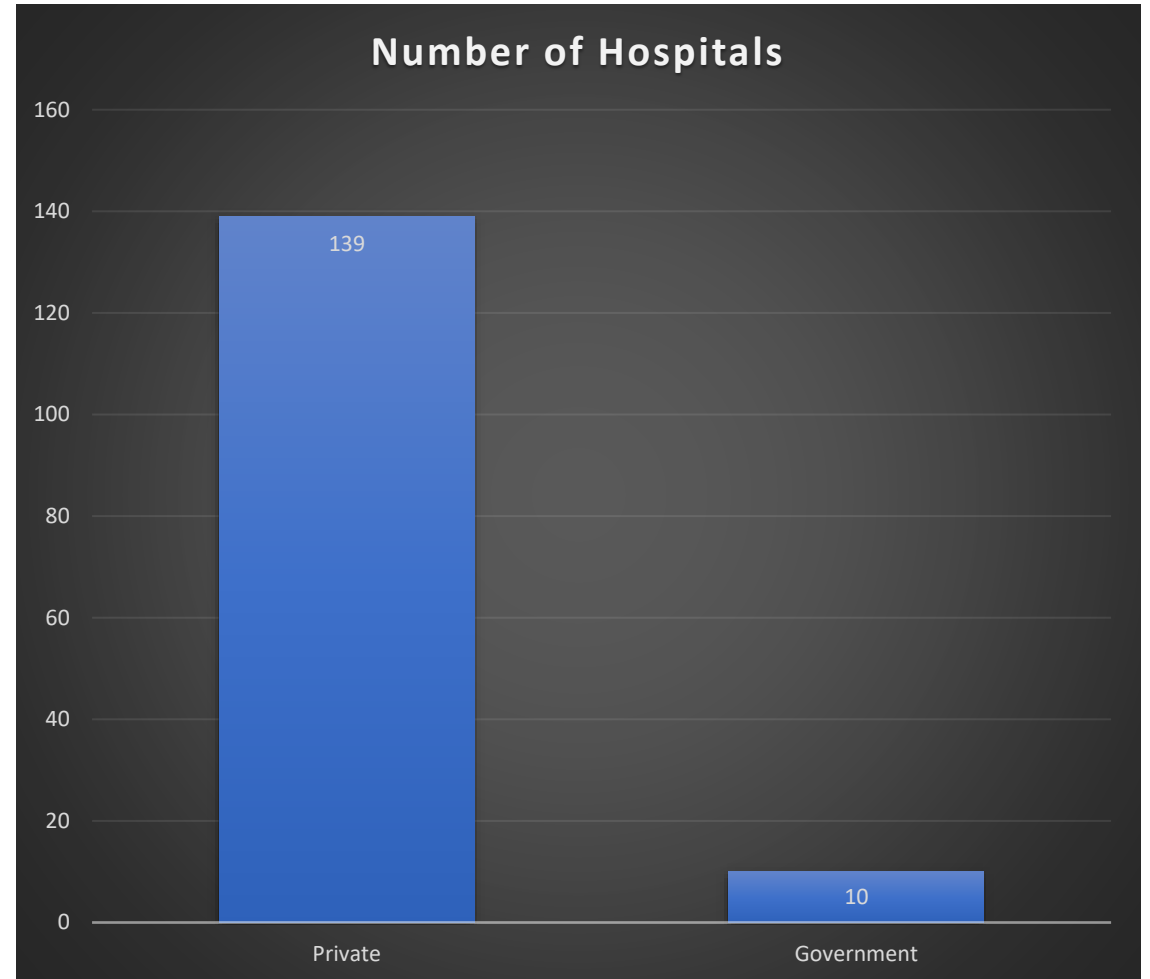
Total number of hospitals = 149

Private hospitals = 139

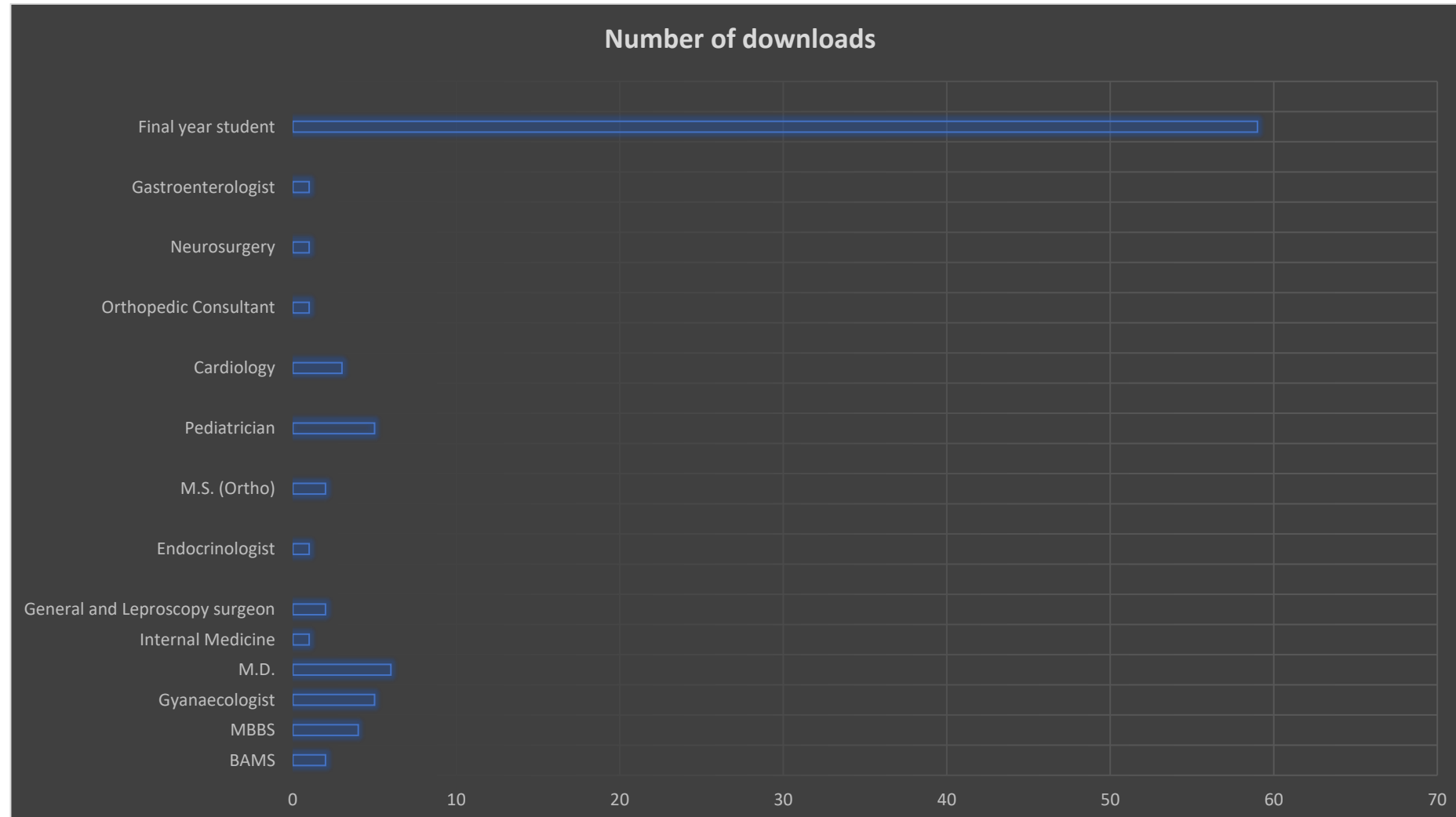
Government hospitals = 10

Government Medical College = 1

Government Dental College = 1



2. Adoption towards learning through Medisage:



CONCLUSION



Paediatrician and Master of Medicine doctors are keener about learning through Medisage. They found it interesting and were ready to download the app.



Final year students also found it a more informative and knowledgeable learning source.

LIMITATION:

- Threat of sharing personal information like the licence number of doctors.
- Doctors resisting to give time for such kind of apps during the covid 19 pandemic.
- Doctors don't want to share their numbers with others.
- The app provided the videos only of the partners associated with them like of Glenmark, P&G etc. It does not provide any other videos.
- Journal articles available on their site is also of their partner companies which is easily available online on any site. There is no such uniqueness in their article.

RECOMMENDATION

Many more videos can be added in the app.

Privacy policy must be changed. No need of asking the licence number of the doctors.

Useful Journals from renowned authors must be included.

Option for uploading case studies must be available.

THANKYOU

