

Summer Training
At
MEDISAGE
From 12th May to 12th July
A Report
By
Shweta Sahu
MBA in Pharmaceutical Management
Batch 2020-2022
Of
Indian Institute of Health Management and Research,
Jaipur



Submitted to:

Mr. Rahul Sharma

Assistant Professor, IIHMR, Jaipur

Submitted by:

Shweta Sahu

MBA PM 12

ACKNOWLEDGEMENT

Firstly, I would like to thank my **parents** who have always supported me and guided me in every sphere of life and encouraged me to do my work with full potential.

I would like to thank **Medisage** Company for allowing me to do internship at their place and were always available to help me in the new learnings and challenges faced by me and **IIHMR University** for giving me this internship opportunity.

I would extent a heartfelt thanks to my mentor **Mr. Rahul Sharma, Asst. Professor, IIHMR, Jaipur** who has always guided me and **Yashwant Mishra, Training Head, Medisage** who has helped me throughout the internship programme.

TABLE OF CONTENT:

S. No.	Topic	Page Number
1	Organizational Profile	3
2	Mode of Data Collection	5
3	General Findings on Learning	6
4	Limitation	6
5	Suggestion	6
6	Objective	7
7	Research Question	7
8	Analysis and Interpretation	7
9	Conclusion	9
10	Recommendation	9

OBSERVATIONAL LEARNINGS:

ORGANIZATION PROFILE

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.

BACKGROUND:

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.

Bhagwat Dhingra is the core founder of the company and Abhishek Ghosh is the co-founder.

MEDISAGE APP:

The app developed by the Company comprises of the medical content for the Health Care Professional.

The HealthCare Professionals can login according to their speciality where they will get the updated data/information of their field only and the app also has the option of students login for the Medical students where they will get information of all the area of Medical field and there is also an option of others which helps the other healthcare professionals like nurses, pharmacist to login and use the information available to study and be updated with all the medical content.

The app has 5 sections: home, Partners, Events, Search and Personal profile.

The home page consists of cases section which comprises of complicated case studies and the leading case studies for the study of doctors. They can have a study of all the case studies available and can also give their opinion on the case studies.

My Events section consist of of both upcoming events and past events. For the past events recordings are already available if anyone fails to watch the event.

News sections consist of the news from the famous articles like American Journal of Medicine, Obesity, Critical Care, New England Journal of Medicine etc.

Expert talks are available both of National and International experts.

500 plus Journal articles are available like of The Lancet, British Medical Journal, JAMA and NEJM etc.

Other than this the home page displays all the trending videos, new releases.

Partners of this company are Sun Pharma, Alkem, Glenmark, Alcon, AstraZeneca, Bharat Serum and Vaccines Ltd., Rivaara Labs, P&G, Micro Labs, Metropolis, Medtronic, ADVY, NATCO

The personal profile section consists of the professional information, our dashboard which displays the number of videos he has watched, news read.

Based on these two things the candidate will get the CME points and will be awarded the certificate.

It has a section of my communities where all the community/field of medical area is present.

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 research was done.

A questionnaire in google form was prepared which comprised of the following questions:

- Doctor's name
- Mobile number
- Email address
- City
- Speciality
- Attach visiting card or clinic's display board photo.
- How many patients do you see/day?
- What percentage are first time patients/ new patients?
- Which disease type do you see more often?
- How do you keep yourself updated with latest science?
- Who do you get your 2nd opinion from on differential diagnosis or complicated patient cases?
- What's your preferred format of staying up-to-date digitally?

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, demonstrating them the features of the app and convincing them to download the app and get the google form filled by asking them the relevant questions.

GENERAL FINDINGS ON LEARNING:

Identification of need gap analysis: The Medisage app installation work helped us to reach out maximum number of doctors and helped us to understand the need of updated medical content (webinars, podcast, videos, journal articles, newsletters, expert talk).

The doctors need to subscribe lots of different kinds of apps and courses. A gap in their knowledge and the need of the hour was identified.

Medisage has fulfilled their gap of knowledge gaining and designed an all-in-one kind of app where they will find every latest and past information automatically and also free of cost.

Analysis of the Healthcare sector of our area: By doing the geographical mapping of my area Raipur, Chhattisgarh. I learned the number of hospitals, doctors, healthcare centres and medical college of my area.

Tackling and understanding the behaviour of Doctors: Visiting and calling doctors for the purpose of app installation made us to learn the behaviour of the doctors and also taught us to handle that rude behaviour politely if they resist to download the app.

Marketing tactics: All the tactics for marketing the app helped us to build up the convincing power to market our product smoothly.

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.

SUGGESTION

- Renowned Journal articles must be included in the app.

- Doctors can be given the access to upload their own case studies.
- There should also be information about Ayurveda which will encourage the BAMS doctors to download the app.
- Master of Medicine (M.D.) must be included in the section for the highest qualification of the doctor.

PROJECT REPORT

OBJECTIVE

1. To identify the sources of knowledge gaining of the doctors.
2. To identify the need gap analysis of the doctors.
3. To make doctors more comfortable towards an online content which will serve them benefit in long run.
4. To analysis the healthcare sector of our area.

RESEARCH QUESTION

Assessing the Healthcare sector and identifying the need of an hour for adopting the learning through digital platform.

ANALYSIS AND INTERPRETATION

1. Analysis of the geographical Mapping of Healthcare Sector:

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:

S.No.	Speciality	Number of downloads
1	BAMS	2
2	MBBS	4

3	Gynaecologist	5
4	M.D.	6
5	Internal Medicine	1
6	General and Laparoscopic Surgeon	2
7	Endocrinologist	1
8	M.S. (Ortho)	2
9	Paediatrician	5
10	Cardiology	3
11	Orthopaedic Consultant	1
12	Neurosurgery	1
13	Gastroenterologist	1
14	Final year student	59

Figure: Graph showing number of downloads done by doctor.

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 founded it a more informative and knowledgeable learning source.

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.