



Summer Training Presentation

By – Sameer Khanna (12/05/2021 TO 12/07/2021)

INTRODUCTION TO THE COMPANY



MEDISAGE – By The Doctors ,For The Doctors

Medi Sage is an on-demand Over the top global knowledge platform of curated medical content, poised to become the most important Healthcare Professional network within the World. Our aim is to make a vibrant community where leading subject experts can assist Health care Professionals across the planet to upskill and upgrade their knowledge through various means like Audio-Video series of contents & CME and other courses





Medisage E-Learning Private Limited is an unlisted private company incorporated on 11 November, 2019.



private limited company and is located in Mumbai City, Maharashtra.



It was established with initial efforts of [Abhishek Ghosh](#) and [Bhagwat Sharan Dhingra](#).



the vision of the company is to keep doctors abreast with the latest medical knowledge, global best practices and case studies



collaborating with Global Universities, Medical Associations, Subject Matter Experts & Medical bodies to develop, curate and certify content



The content will be delivered through multiple platforms such as Web, Mobile or available to watch at the convenience of their homes on Smart TVs

Concept Of Medisage



Global Network of Healthcare Professionals

One of the Worlds largest platform for curated medical content enabling doctors upskill and continue learning a vastly changing landscape of medicines



Credible Information

Rich & latest Information from Medical bodies, associations , Universities & Experts across the World



Update & Upgrade

Doctors around the World need to constantly update themselves with diagnosis & treatment options. MediSage uses convenient methods of Audiovisual from World-class experts, podcasts & latest news updates to create a holistic learning experience for doctors

PARTNERS OF MEDISAGE



Medtronic

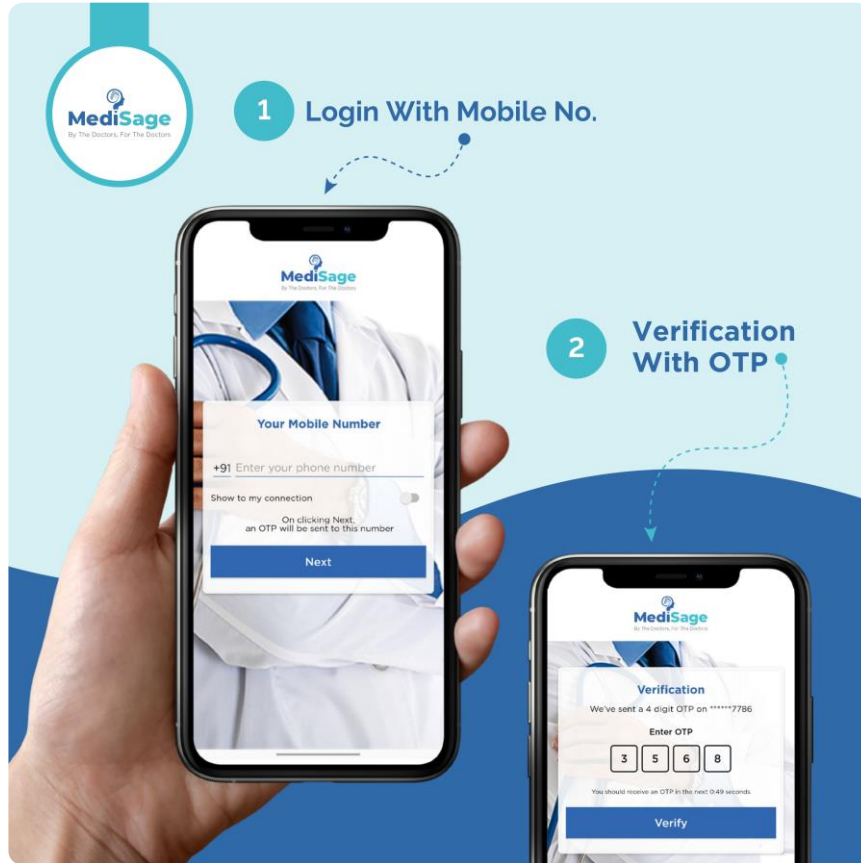


Procter & Gamble



Introduction Video of **MEDISAGE**





Steps of using MEDISAGE App -

3

Update your profile to
earn credit points.
Go to the profile section



4

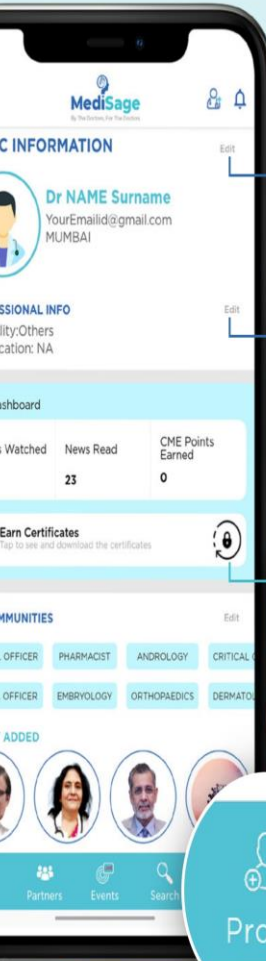
Edit Professional info.



You can also add a
profile picture. Let
the world know who
you are

5

Share
friend
near k

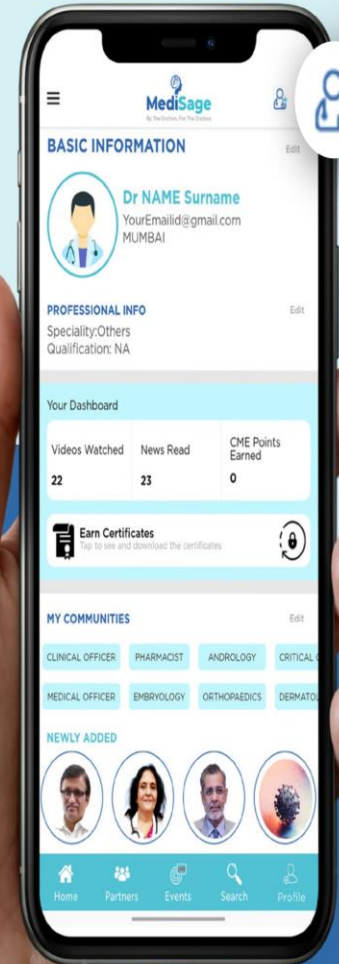
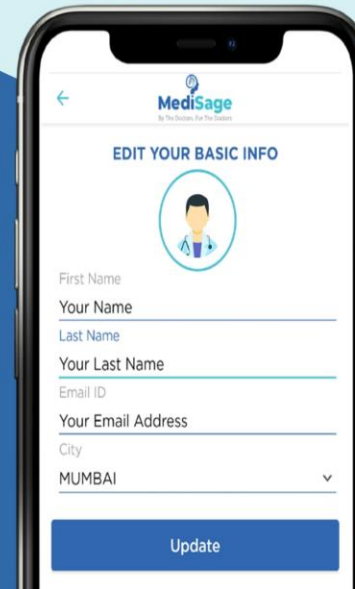
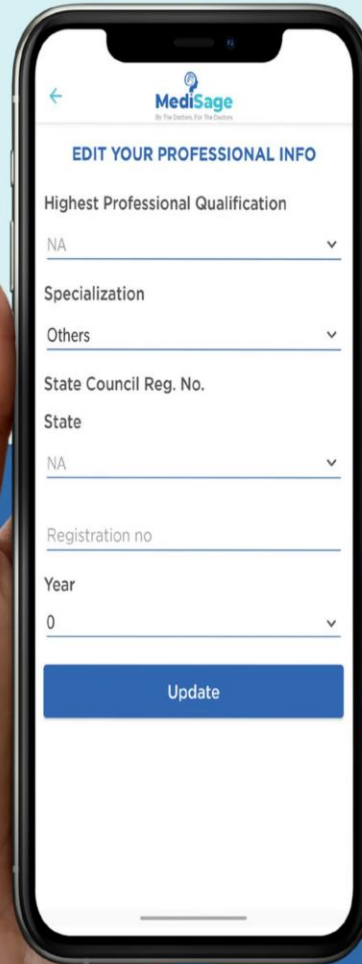


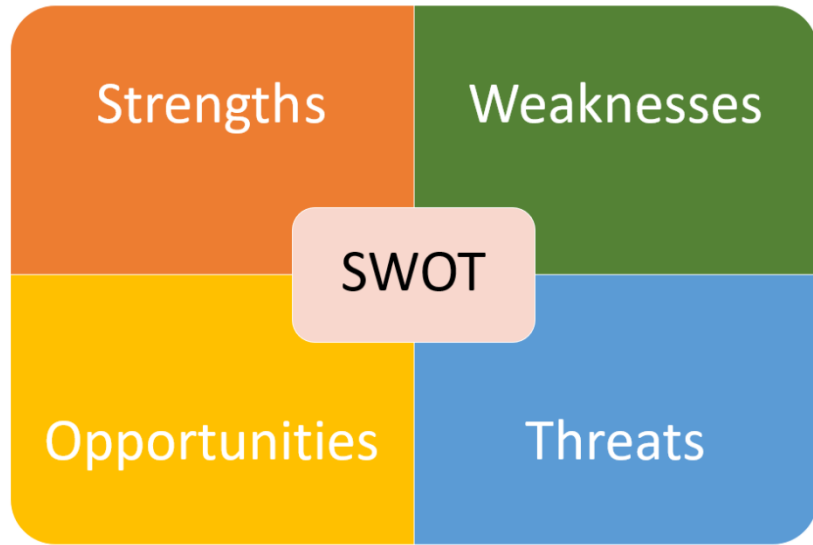
Edit Personal Details

Edit Professional Details

Earn Credit Points.

Profile





SWOT Analysis

STRENGTHS

- Available information is free of cost
 - Collaboration with top pharma companies
 - Easily accessible

OPPORTUNITIES

- Other health care professionals (physiotherapists , pharmacists)

WEAKNESSES

- Can not access Medisage outside the India

THREATS

- Competitors

GMI CREATIVES PRIVATE LIMITED
ENGAGE & PROSPER PRIVATE LIMITED

Objective and Research Statement

- Use of digital platform by health care professionals for knowledge updation in Pre and post Covid
- Strategies used for minimizing the large gaps between healthcare professionals and patients”. and

This all-research program provides interns with real life exposure of work with top healthcare professionals in country. interns can also implement their academic skills, knowledge gained from the university in modules

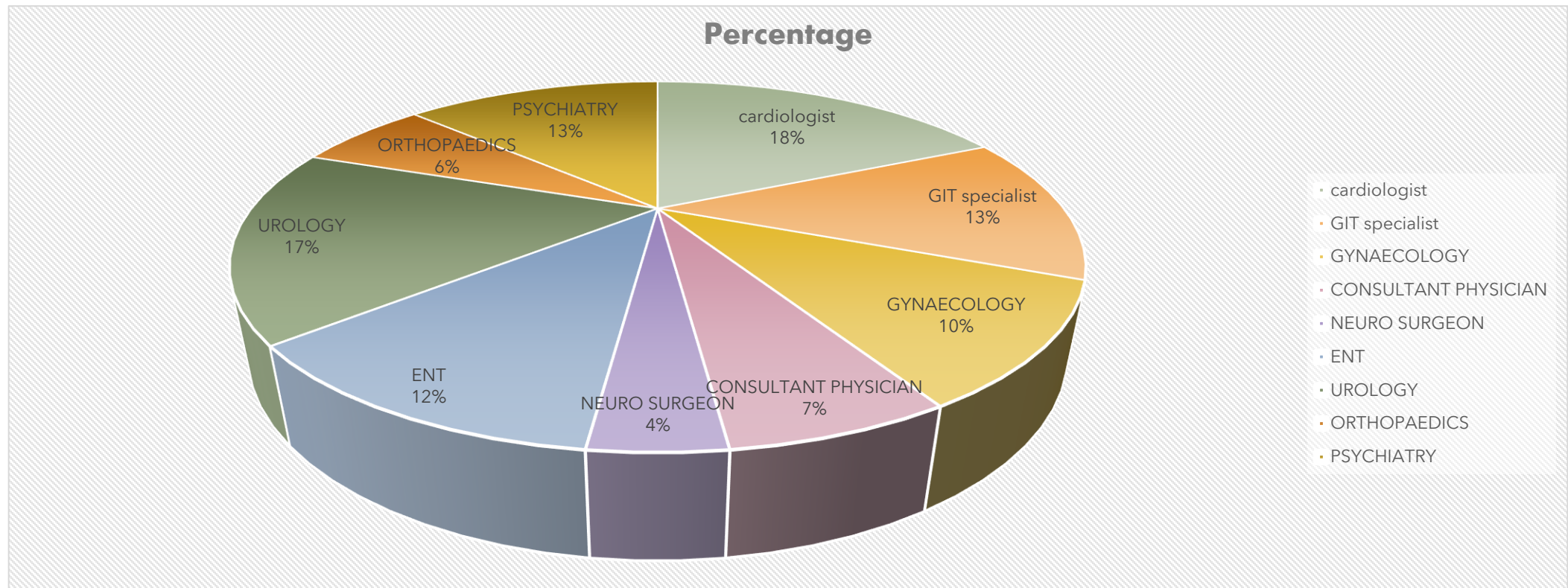
Methodology of Study

The Methodology was based on the Primary data collection technique by using following means:

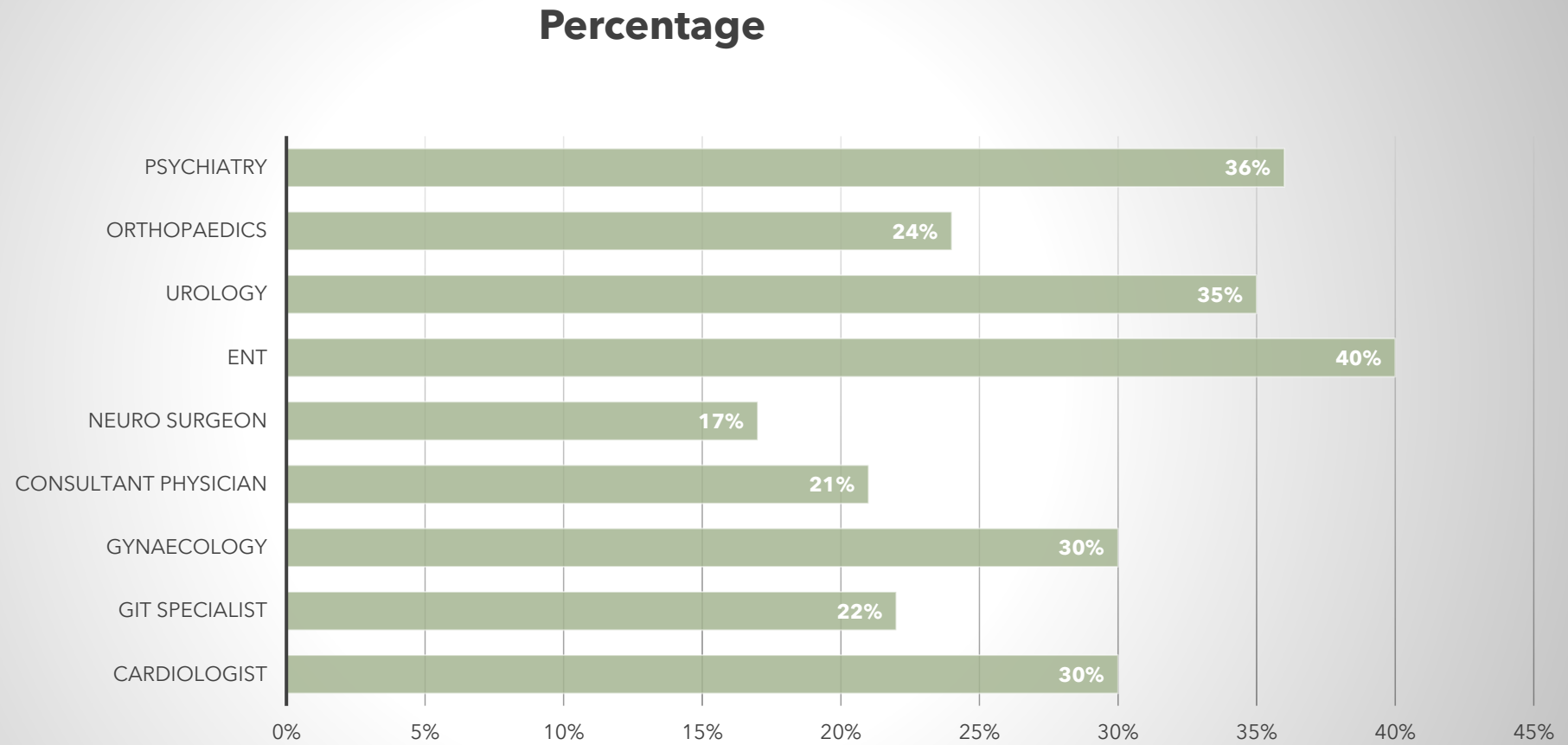
- Google forms
- Meeting personally with health care professionals
- Telecall
- Email and
- Talking with medical representatives
- Microsoft forms
- Contacting them on LinkedIn

Analysis and Interpretation

1. Use of digital platform for knowledge updation before Pandemic/ Pre-Covid:



2. Use of digital platform for Knowledge Updation after Pandemic/Post-Covid:



Limitations of Study

Threats of sharing their personal information like contact number, email address to avoid any type of swindle

Sometimes the concerned health care professional is busy and may not spare enough time due to rush OPD's hours.

confidentiality issues

Due to the lack of information and customer is doctors only, market survey could not be conducted.

8 weeks is too short for this training still I had tried to give best effort to implement my knowledge in this internship



Communication strategies

Contacting health care professionals through telecall

Contacting health care professionals by email

By SMS

Running promotional campaigns on social media platforms such as LinkedIn

Joining the groups of health care professionals for introducing our services

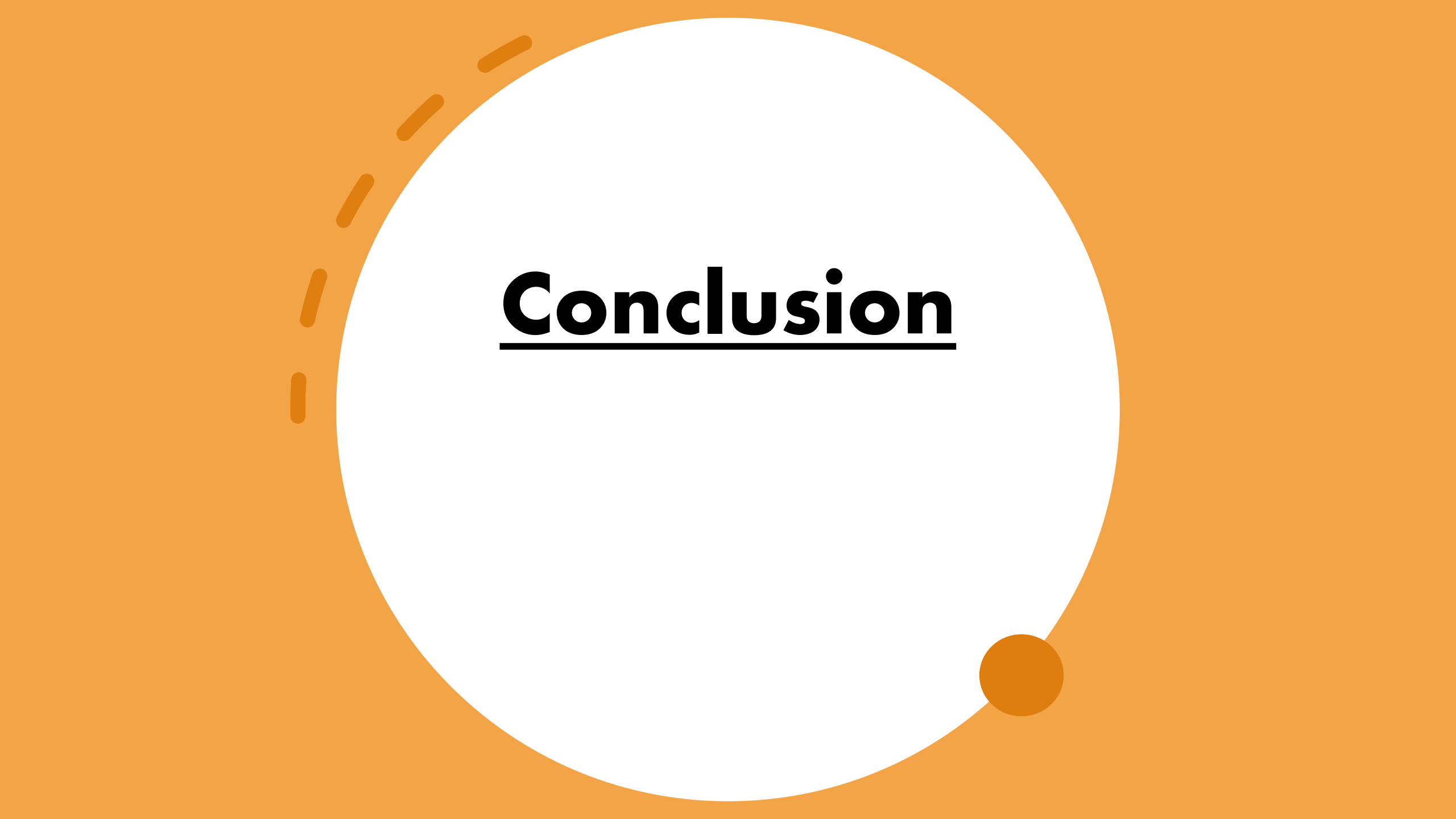
Communicate with their assistants over call or physically

Presentation by using posters

Presentation by using creative videos

Social media marketing of platform message

Meeting with health care professional on yoga day



Conclusion



Doing my summer training in MEDISAGE provide me the opportunity to take a close experience at online health sector scenario in India. I am not wrong if I say that digital health sector are the front runner of the India and for all the countries digital health care infrastructure is front runner and we get the prove in this covid 19 pandemic and medisage provide perfect platform for health care professionals for upgrading their knowledge free of cost as during this pandemic doctors need to update themselves for any new found strain of corona or any newfound treatment of corona for all this medisage provide solution , by use of the medisage health care professionals update themselves of various recent news or updates in health sector along with that various leading expert is also there for live interaction , in case someone is having personal doubts of any related question , it will clear immediately by using our platform medisage .

My work in this organization is too aware or introducing health care professionals regarding this platform so that health care professionals use this platform and keep themselves updated.

During my internship period I introduced medisage to around 275+ doctors by using various strategies or methods any these professionals are quite satisfied after using medisage.





Thank you