



SUMMER TRAINING

AT

**MEDISAGE - Over the Top global knowledge platform of curated
medical content**

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Finally at last, I would have to thank my mates and friends who also helped me during the preparation of this summer training report and express my gratitude to everyone involved and helped me in making this summer training report

SUMMARY

This report is an overview of my training journey at MEDISAGE Corporation. During my training duration I have learned a lot about way of communication with healthcare professionals, Rejections, and about how healthcare professionals update their knowledge I have also aware about the work culture of organization along with the responsibilities which marketing department performs. I have learned a lot about how to convince health care professionals which not only help me in this training professionally but also beneficial for me to grow personally as well. I got a great opportunity to practically observe how sales and marketing sector is working and evolving for business overall in India. I have tried my best to make it meaningful by writing my responsibilities at the MEDISAGE Corporation. Also, I have briefed my overall work experience, with my observation and problems faced by me as an intern in MEDISAGE.

INDEX OF CONTENT

Observational learning

Introduction.....	5-6
Research statement.....	7
Methodology of the study	8
Analysis of study -----	9-11
Limitation of the report.....	12
Overview of the Organization... ..	13-14

Project report

Overview of the department	15
Assignment and contribution to the organization -----	16
Communication strategies	17
Conclusion.....	17-1
Reference... ..	18

Introduction

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.

The organisation MediSage is collaborating with various Global Universities, experts, Medical Associations, leading Subject Experts & Medical government or non-government bodies to develop, curate and certify content/information for the use of Health Care Professionals across planet for all specialties.

Entrepreneur Bhagwat Sharan Dhingra — who is industry veteran and having experience of working with various top pharma companies like Unichem Labs and Alkem Labs — realized the presence of large gap between patient and health care professionals and prepare them to deal with any newfound diseases and newfound treatment.

According to Bhagwat Dhingra in his earlier days that is mid 1980's realizes that tuberculosis a lesser known disease but effects many people at that time and health care professionals were not that much aware about the disease and the treatment procedure so “Bhagwat Dhingra” conducts various camps across India to educate health care professionals about the disease and helping them with early diagnosis and treatment of tuberculosis , this was the incident which led idea of medisage , “Bhagwat Dhingra said..”

Curated medical content

MediSage is listed on the various start-up's sites and platforms as on Android play store and iOS app store. presently, the MEDISAGE provides content in 3 forms on its platform

- It offers curated video's named mediflix on its platform
- Live interaction with national and international experts
- Peer reviewed journals

Research Statement

“Strategies used for minimizing the large gaps between healthcare professionals and patients”. and how healthcare professionals update their knowledge in this pandemic”

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 report has been made based on personal experiences faced during the duration of this 8 weeks of internship and my own experiences and learning.

I have collected all the information about how they update their knowledge in this pandemic

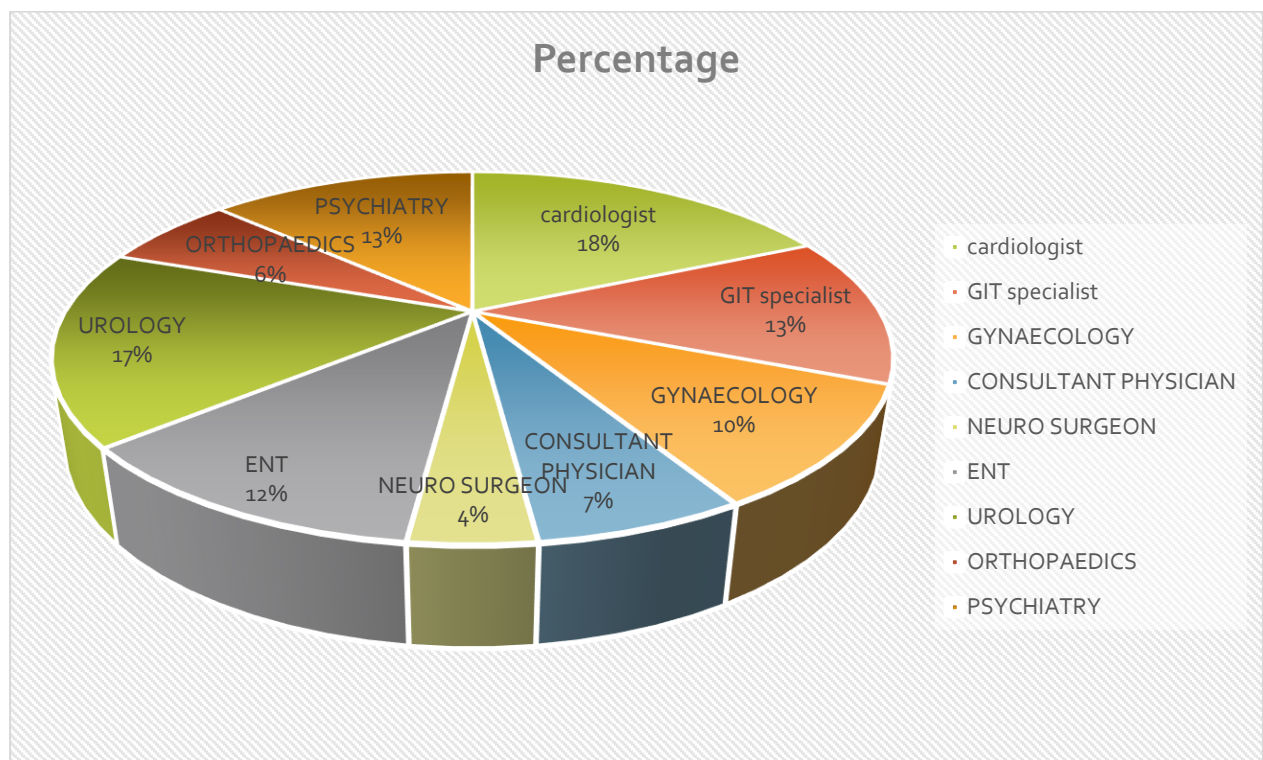
I have made the ways in which data will be collected.

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

Analysis of Study

Study includes the responses from 100 health care professionals of each specialization on how they were update their knowledge before this pandemic and how they are updating themselves currently i.e post covid era .

Pre-covid



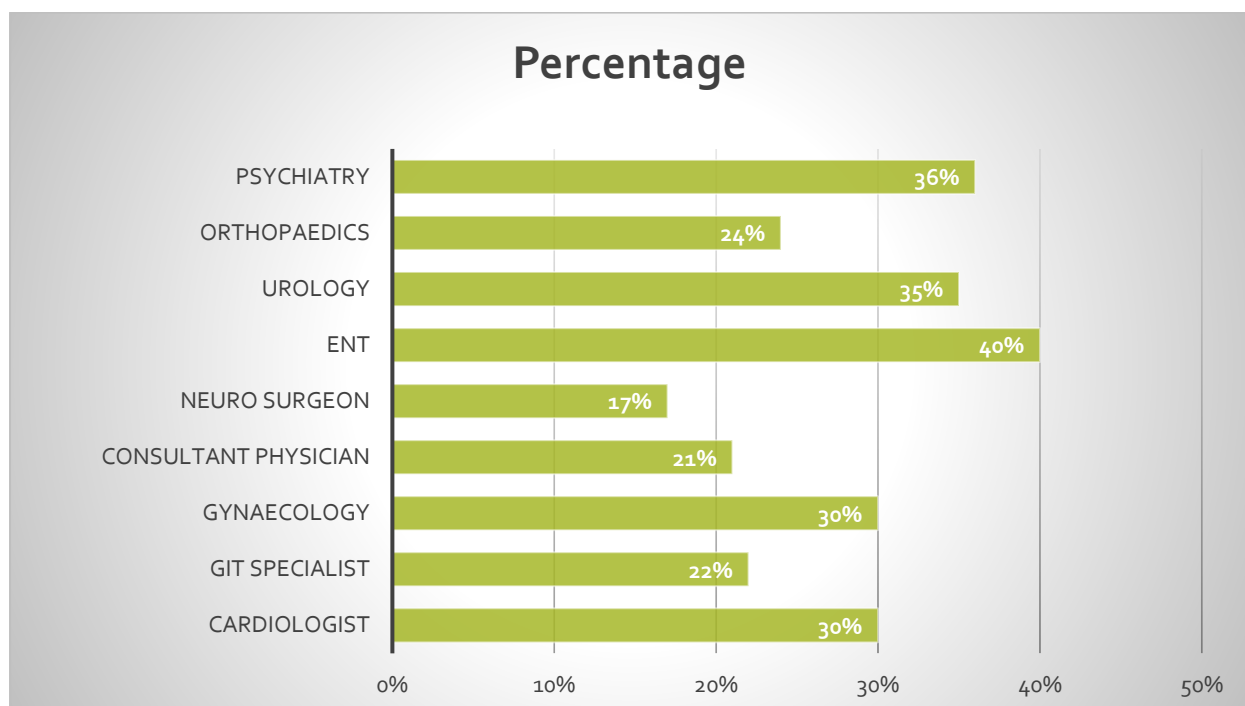
In pre covid times according to the study , the use of digital platform by health care professionals for updating knowledge is shown in the graph

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- 18% of cardiologist were using digital mode for updating their knowledge in pre covid times
- 13% of GIT specialist were using digital mode for updating their knowledge in pre covid times
- 10% of gynaecologist were using digital mode for updating their knowledge in pre covid times

- 17% of urologist were using digital mode for updating their knowledge in pre covid times
- 7% of general physicians were using digital mode for updating their knowledge in pre covid times
- 13% of psychiatrist were using digital mode for updating their knowledge in pre covid times

Post-covid



In post covid times or currently according to the study , the use of digital platform for updating knowledge is shown in the graph

- Currently Around 30% of cardiologist are updating their knowledge by digital platforms
- 22% of GIT specialist are updating their knowledge by digital platforms in post covid times

- 30% of gynaecologist are updating their knowledge by digital platforms in post covid times
- 21% of general physicians are updating their knowledge by digital platforms in post covid times
- 17% of neuro surgeon are updating their knowledge by digital platforms in post covid times
- 40% of ENT specialist are updating their knowledge by digital platforms in post covid times

According to the study , there is increase in the no. of health care professionals which are using digital methods to update about new found treatment or disease

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

Overview of MEDISAGE Organization

Mumbai-based healthtech start-up founded in 2019 by “Bhagwat Dhingra and Abhishek Ghosh” MediSage is a knowledge platform that offers curated medical content, by doctors, for doctors.

MediSage basically earns its overall revenue from partnerships with pharma companies that use the digital platform to access, connect with, and provide data to doctors and other health care professionals. At present, medisage is having over **400 doctors and healthcare experts curating content**. It is recording around 30,000 monthly users on the platform.

PARTNERS OF MEDISAGE

A list of companies is the partner of MEDISAGE

- SUN PHARMA
- ALKEM
- GLENMARK
- ALCON
- ASTRAZENECA
- BHARAT SERUMS
- MICRO LABS
- PROCTORS AND GAMBLE HEALTH
- MEDTRONICS etc.



Procter&Gamble

Alcor



glenmark

A new way for a new world

AstraZeneca

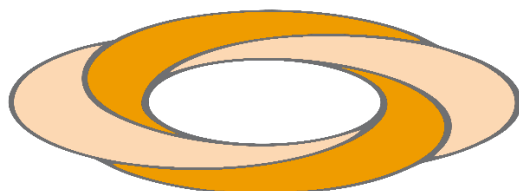


W

Medtronic



ALKEM



SUN PHARMA

PROJECT REPORT

Overview of the department

Business development department

You can have the greatest business in the world, but without promoting our company and the service it offers, nobody will know we exist. That is where a good business development department comes in.

Whether our business is just starting up, an established mid-sized company or a large corporation, having a development department is vital to getting the word out about our business and what we do.

I was given work like meeting with health care professionals physically or digitally and I have supporting work to accomplish. They provide the opportunities to an intern to learn many good things.

I have assigned a list of around 500 health care professionals for the meeting and give them all the information of medisage, Medi sage's environment there work culture, use of medisage and most importantly how this medisage a health care start-up minimizes the gap between health care professionals and patients.

Assignment and contribution to the organization:

My contribution to the company is I brief health care professionals about how to reduce the gap exist between healthcare professionals and patients by various means such as.

- Google forms
- Meeting personally with health care professionals
- Telecall
- Email
- Talking with medical representatives
- Running promotions on various platforms
- Contacting health care professionals on social media or
- Contacting health care professionals at physical locations such as hospitals, associations, webinars etc.
- representing MEDISAGE in public domains
- Prepare speech for effective public speaking

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 medisage
- 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.

REFERENCES.