

Digital Knowledge platforms adoption by HCPs in Clinical Environment

NIGAMANANDA SATAPATHY



MediSage

By The Doctors, For The Doctors

Content



Company profile



Introduction



Feature of
application



Role and
responsibility



Communities



Data collection



Learnings from
MediSage



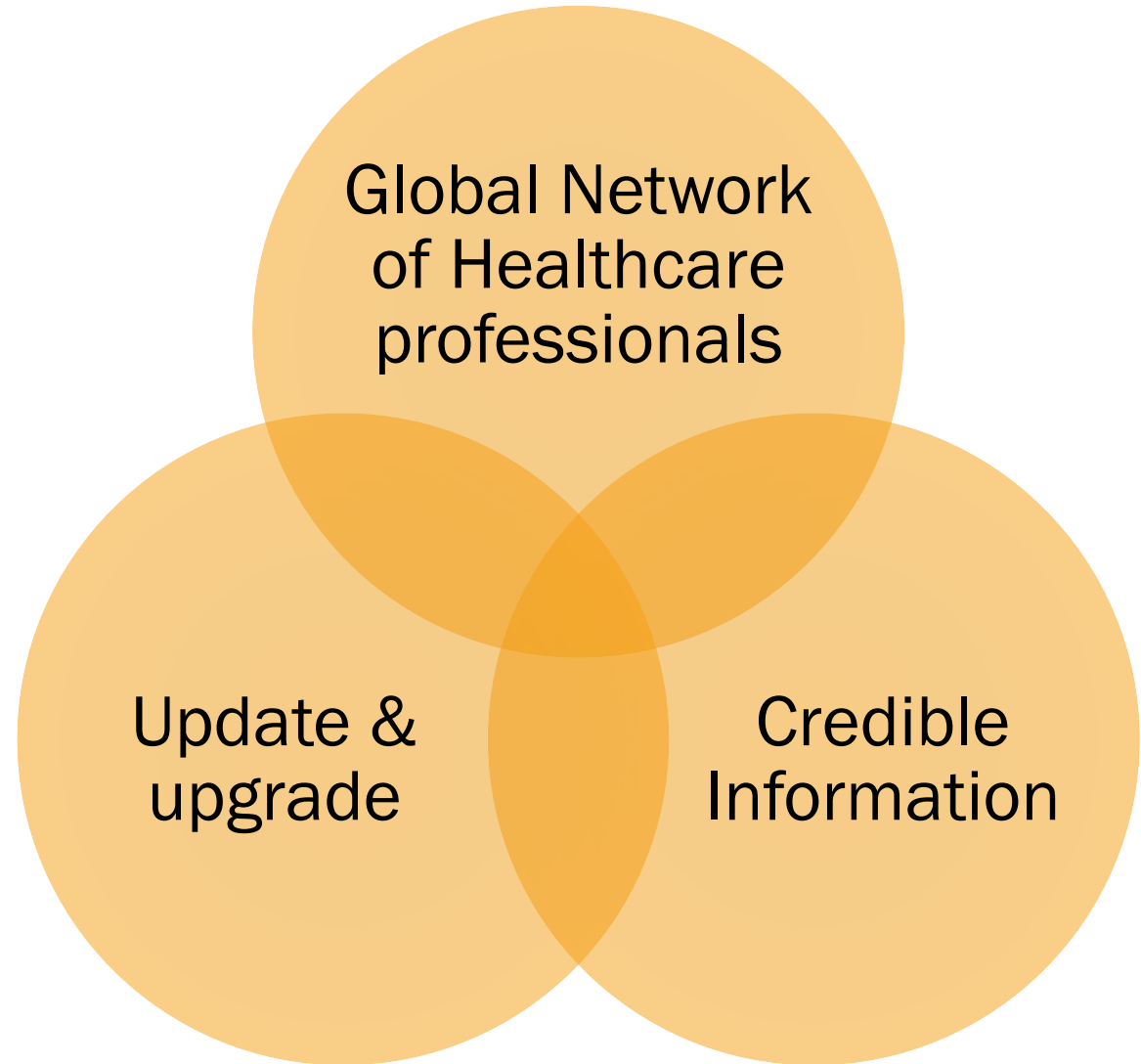
Recommendations



Conclusion

Company profile

MediSage is a global knowledge platform of curated Medical content, poised to become the largest Healthcare professional(HCP) network in the world



Introduction

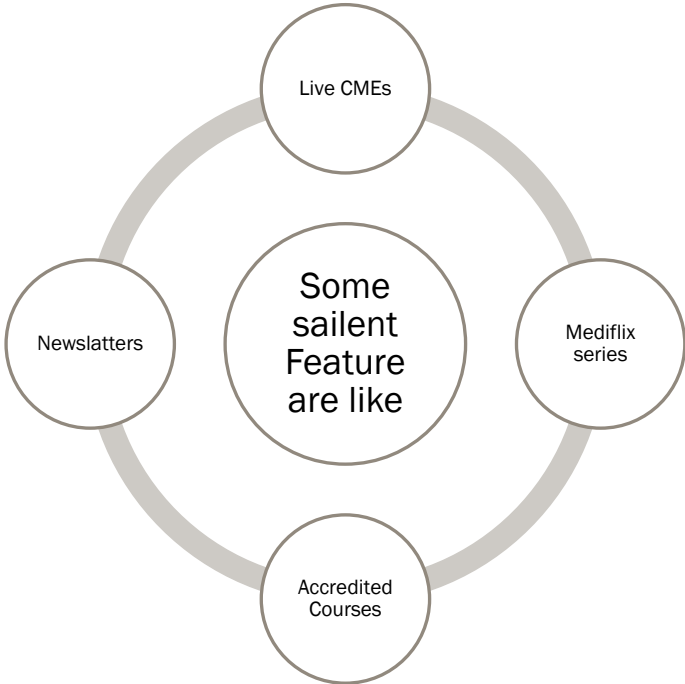
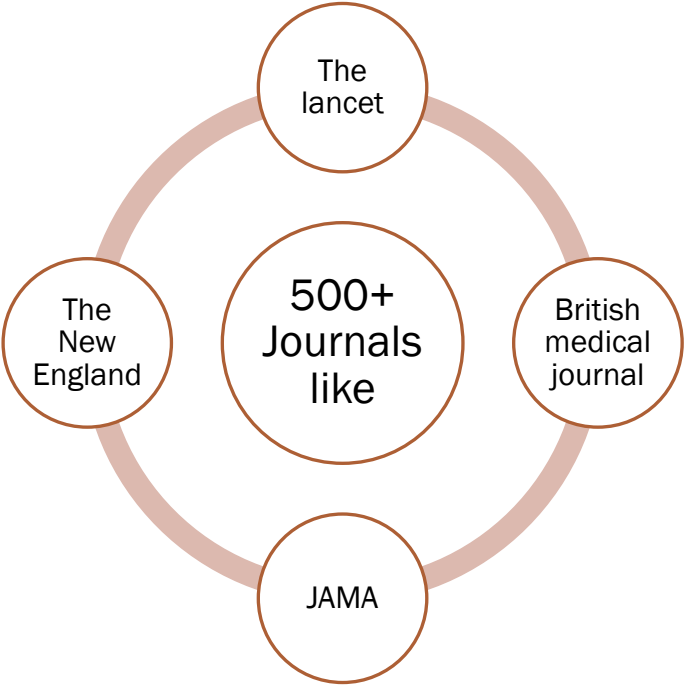
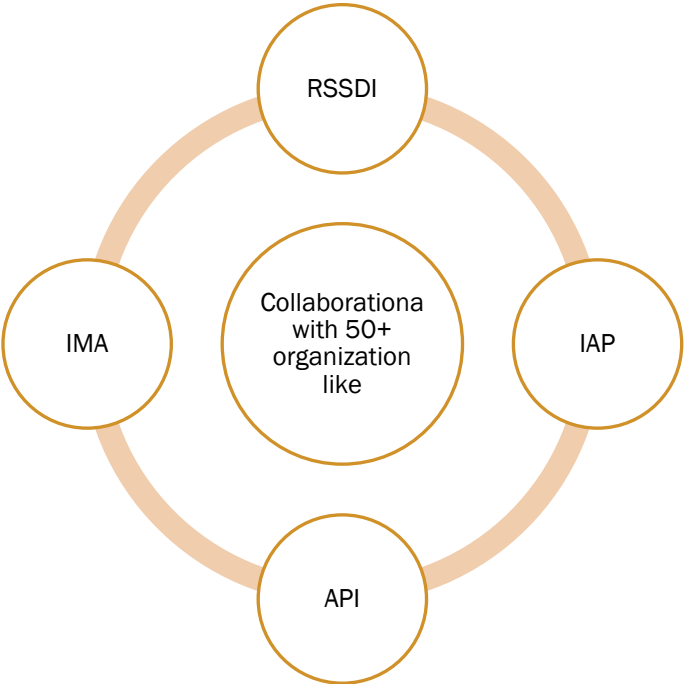
Medisage, by doctor for the doctor

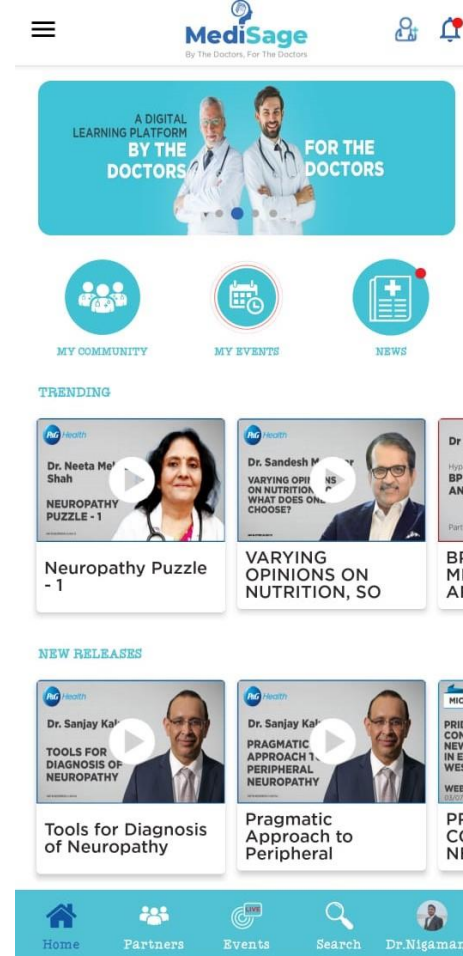
MediSage panel includes 350+ global experts and collaboration with 50+ healthcare organizations.

MediSage access to 500+ journals like The lancet, British Medical journal , JAMA and The new England journal of medicine.



Our Feature





Application

Mobile application

USP of MediSage



It is only for HCPs.



Accessible for
journals.



Live CMEs

Role and responsibility

Reach out to HCPs around home town - Digitally & Physically

Reach out to HCPs around 15 + Specialty

Reach out to Government / Private Hospitals

Reach out to Private Practitioners including interior markets

Visit Medical Colleges to have interface with 3rd & 4th year Medical Students, Residents, PGs & Faculty ensure to upload data in the Drs Data Sheet

TASKS

To know about company and install the MediSage application.

Collection of doctor data near 100 km from area.

Call to doctor To talk about MediSage and install the MediSage application.

Update doctor list in excel.

Visit to doctor physically and install application.

Attending pharma expert meeting.

Strategy



There are no specific work-timings



Zeal to learn from existing employees.



Passion & Dedication towards work to prove myself.

Constraints

Found a little bit difficulty initially in meeting with the doctor to talk about MediSage.

Doctor didn't want to meet medical representative and summer trainee directly.

Most of the clinic doesn't provide doctor information easily.

Communities

- Endo/diabetology
- Cardiology
- Family health
- Pulmonology
- Ent
- Neuro/psychiatry
- Paediatrics
- Gynaecology
- Ophthalmology
- Urology
- Diagnostics
- Nephology
- Oncology
- Dermatology
- andraology

Data collection

MediSage e-learning pvt. Ltd.
Analytical team are strong and
they Provide area wise doctor list
with contact number.

Data collected by two method:-

- Online
- offline

in online collected the data in
practo and in offline, visit to
doctor ask for contact no. email
id and department like
gynaecologist, pediatricians.

Nigamananda S

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Tools

Add-ons

Help

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Data storage

Doctor list

Field visit

In Bhubaneswar there are :-

2 - government hospital (AIIMS & Capital hospital)

6 – multispeciality hospital

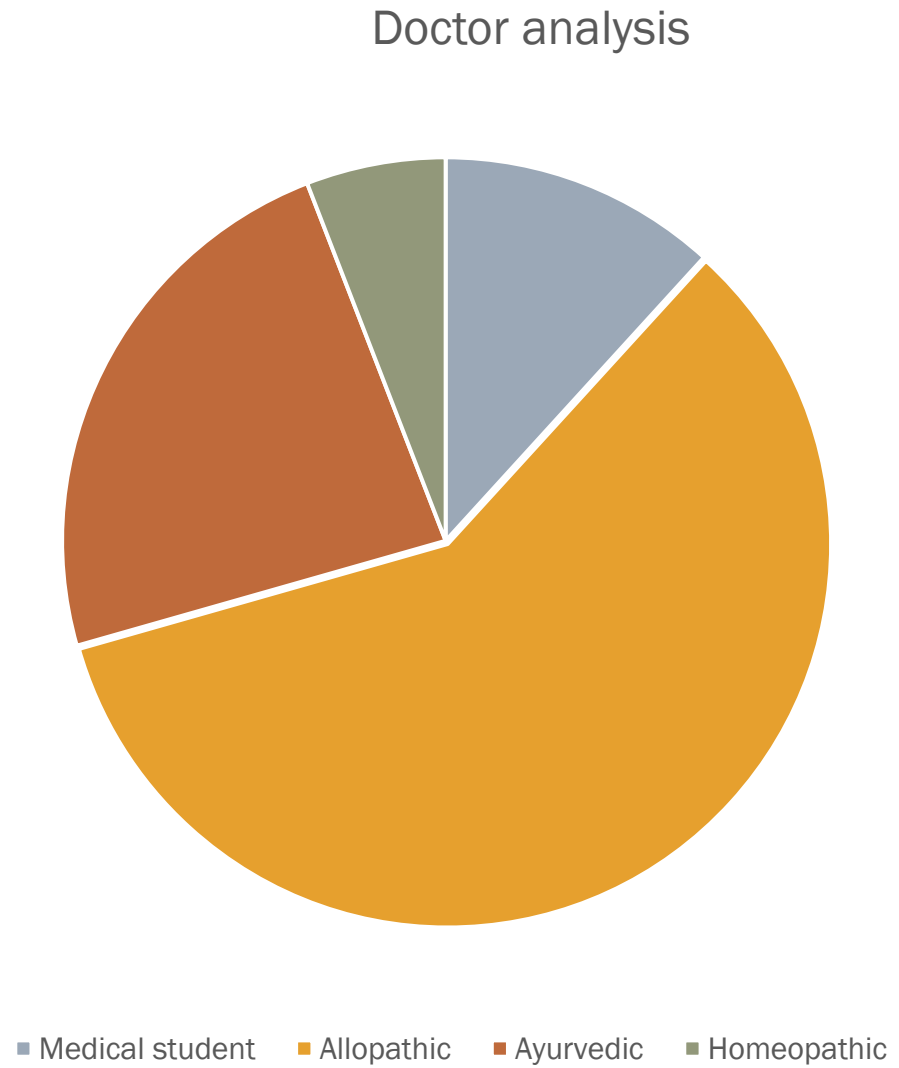
10 - hospital

30+ - clinic

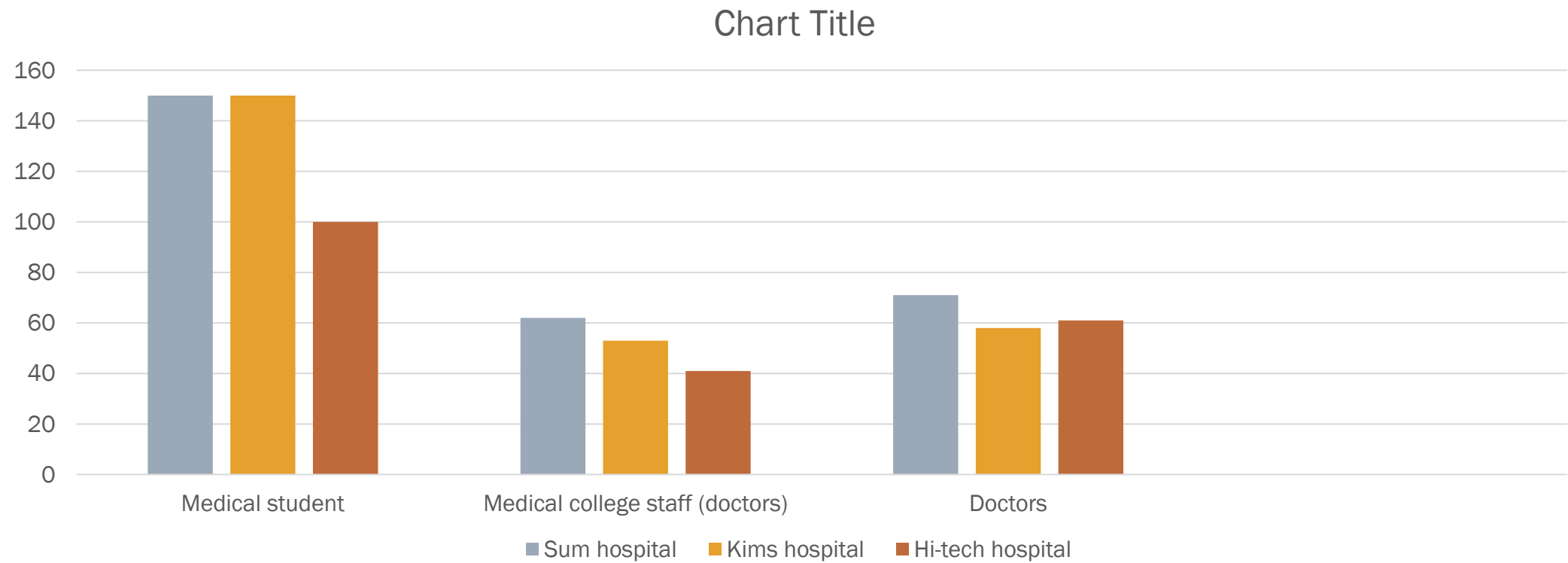
2 – Medical college

Data analysis

Allopathic doctor and medical student data required



Data analysis



Learnings from MediSage



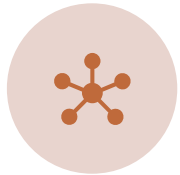
Platform for
implementing
theoretical concepts



Exposure to
corporate culture



Insight of actual
strengths and
weaknesses



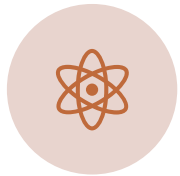
Developing a
network



Soft skill
development



Communication
skills



Learning beyond
classroom

Recommendations

They should introduce creativity into the work, so that the employees can do their work passionately.



Create one separate section for MediSage platform for ug and pg medical student(doctor).



To open for everyone instal MediSage application should be changed.

Conclusion

- ❑ Company should go for digital marketing, specially in linkedin advertising campaign for targeting doctors and MBBS student only.
- ❑ Many Doctors ignore to install the application.
- ❑ Marketing strategy should be changed according to area.
- ❑ Industry mentor is very supportive.

THANK YOU



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