

Summer Training
At
MediSage e-learning pvt. Ltd.
On project
Digital Knowledge platforms adoption by HCPs
in Clinical Environment.
From Date (10- may-2021) to (02-july-2021)
A Report
By
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MBA pharmaceutical management
2020-22



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Nigamananda satapathy

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Abbreviations :-

- RSSDI – Research society for study of Diabetes in india.
- IAP – Indian academy of paediatrics.
- API – Association of physicians of india.
- IMA – Indian medical Association.
- MBBS - Bachelor of Medicine and a Bachelor of Surgery.
- USP - Unique Selling Proposition.

Observational learning

INTRODUCTION

Dynamics of healthcare are changing rapidly. There are new disease are emerging, new drugs, guidelines and technologies are evolving. So, it is need for healthcare professionals keep updated with the changing dynamics.

MediSage provides world class information at your fingertip via application & website.

MediSage panel includes 350+ global experts and collaboration with 50+ healthcare organizations like:-

- RSSDI
- IAP
- API
- IMA

Universities like – mayo clinic, Harvard and Royal college of physicians.

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

Some sailent feature of MediSage are:-

Live CMEs – live surgeries, Hands on workshop, surveys, quiz, and polls.

Mediflix series – Didactic lectures, case series.

Accredited courses – certificates and CME credit point

Engagement forums like newsletters and journals.

Mode of 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.

Annexure 1:- for Moible application.

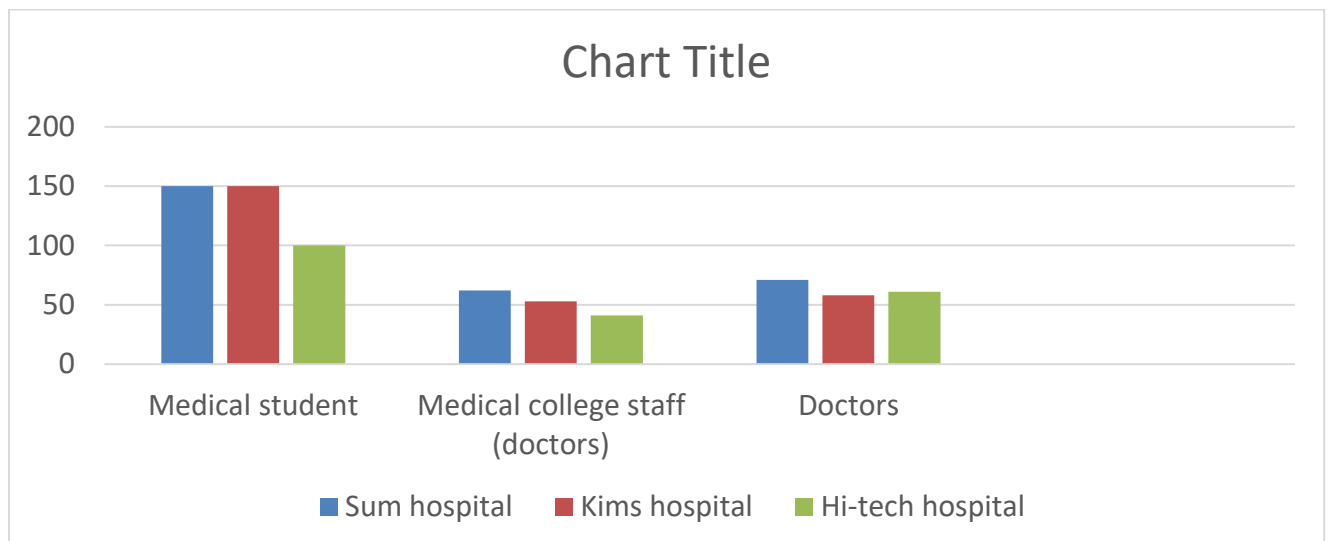
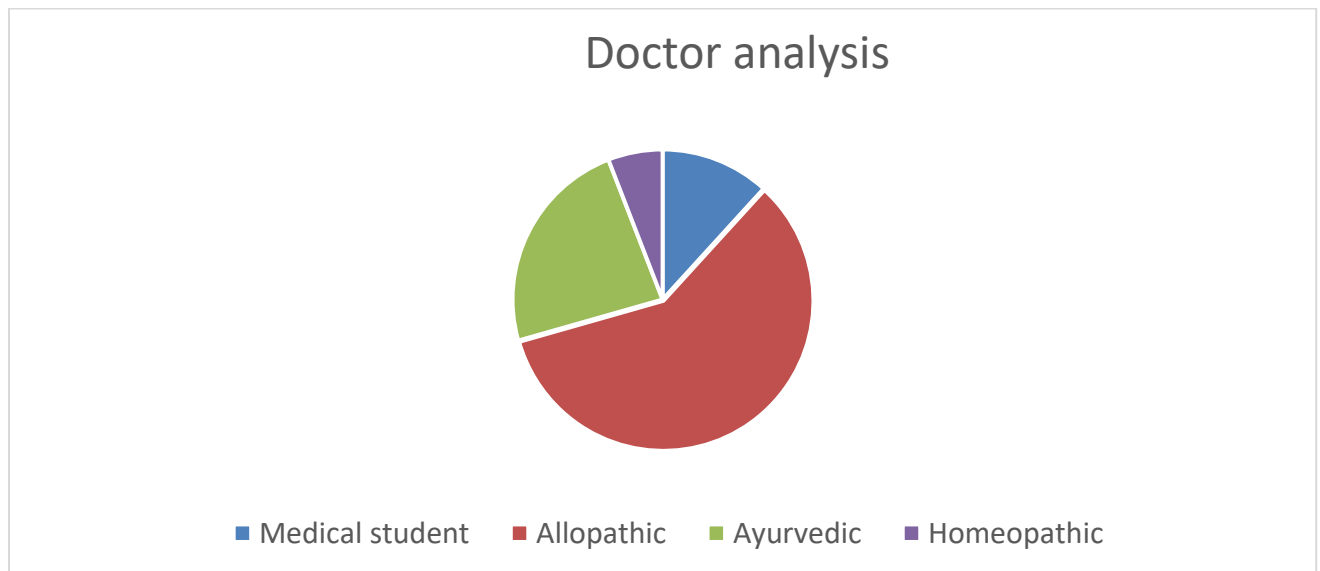
Annexure 2:- for doctor contact storage in spreadsheet.

Field visit:-

In Bhubaneswar there are:-

- ❖ 2 - government hospital (AIIMS & Capital hospital)
- ❖ 6 – multispeciality hospital
- ❖ 10 - hospital
- ❖ 30+ - clinic
- ❖ 2 – Medical college

Data Analysis :-



General findings on learning

TASKS	STRATEGY	ACHIEVEMENTS
To know about company and install the MediSage application.	In Induction, application install	Successfully learnt about company and register, install application.
Collection of doctor data near 100 km from area.	Collected data from both internal sources (Employees) and External sources (Leading Chemists, Retailers). And physically visit to clinic.	Successfully prepared the report on time.
Call to doctor To talk about MediSage and install the MediSage application.	25 doctor per day.	Successfully completed the task on time.
Update doctor list in excel.	Physically visited doctor list should maintain in record in excel.	Successfully completed the task on time.
Visit to doctor physically and install application	To know what doctor think about MediSage.	Successfully completed the task on time
Attending pharma expert meeting.	To know more about pharmaceutical field and encourage to work.	Successfully completed the task on time.

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

Communities:-

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

CONSTRAINTS:

1. Found a little bit difficulty initially in meeting with the doctor to talk about MediSage.
2. Doctor didn't want to meet medical representative and summer trainee directly.
3. Most of the clinic doesn't provide doctor information easily.

Strategy adopted:

1. There are no specific work-timings
2. Zeal to learn from existing employees.
3. Passion & Dedication towards work to prove myself.
4. Cooperation and assistance to other employees in their work.
5. Effective Communication and presentation skills.

CRITICAL ANALYSIS

On the period of internship I observed Job Descriptions and Responsibilities of the employees were Multi-tasking. The environment of the workplace is entirely different from the concepts which I studied in books. So I found that to survive in the cut-throat competitive era we need to develop multi-tasking skills along with dynamic personality and strong communication skills.

Recommendations:

There are few recommendations from my side which can be beneficial for the company are:-

- ❖ Employees should be trained according to the changing standards of the organization.
- ❖ Company should conduct survey from time to time according to which changes can be introduced in the organization to stay updated in the market.
- ❖ They should introduce creativity into the work, so that the employees can do their work passionately.
- ❖ Employees should be more involved in decision making to become more differentiated.
- ❖ Create one separate section for MediSage platform for ug and pg medical student(doctor).
- ❖ To open for everyone instal MediSage application should be changed.

Learnings from MediSage:

- Learning beyond classroom
- Platform for implementing theoretical concepts
- Exposure to corporate culture
- Experience under belt
- Insight of actual strengths and weaknesses
- Developing a network
- Refinement of Career goals
- Soft skill development
- Communication skills

CONCLUSION

- Company should make a section for upcoming doctor like mbbs students.
- 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.

References :-

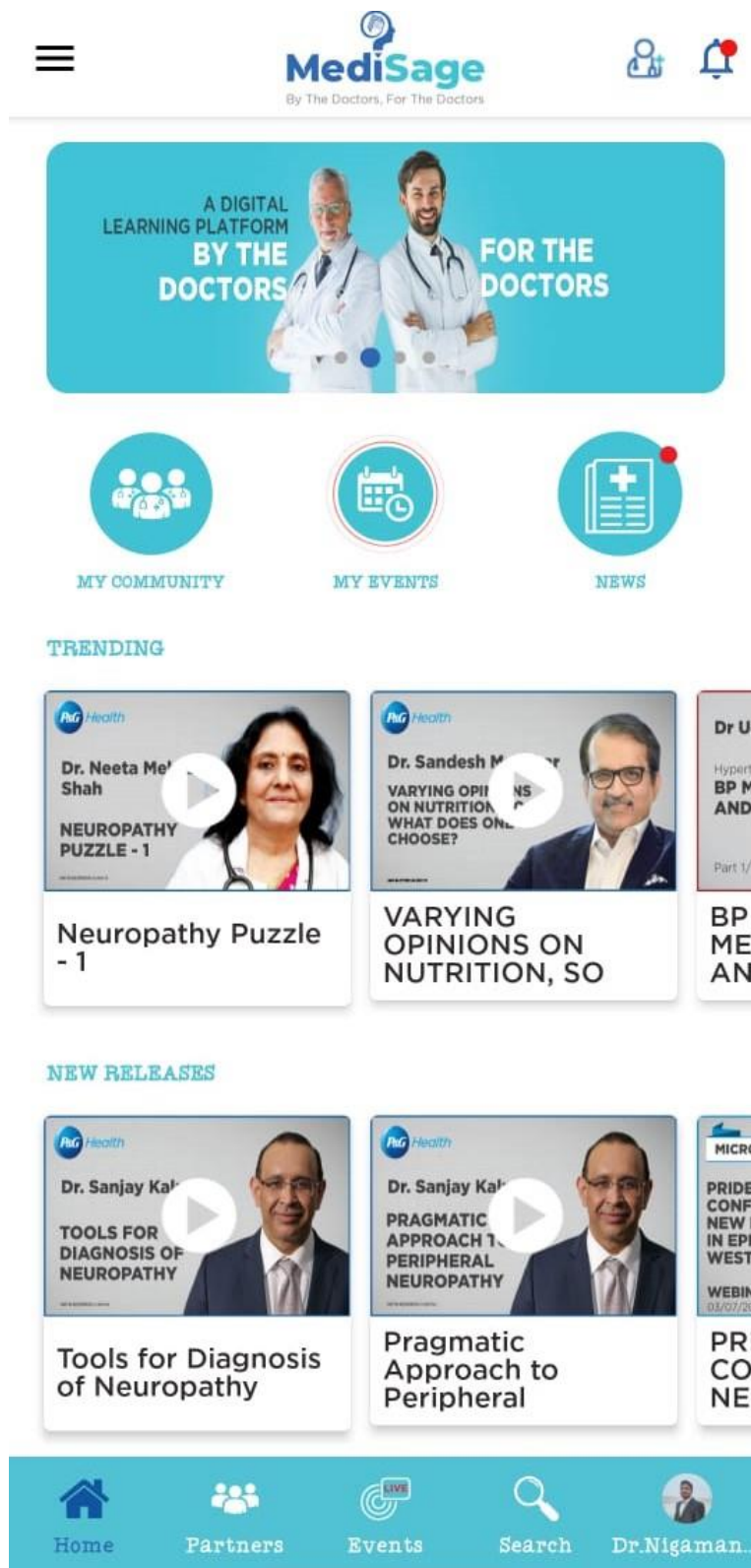
Source: internet

- <https://mymedisage.com/home>

Source: physically and digitally

- Information from employee.
- Information from doctors.
- Information from hospital, clinic.

Annexure 1:- for Moible application.



Annexure 2:- for doctor contact storage in spreadsheet.

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551	dr.p k ray		Bhubaneswar	Odisha	9437199423			▼	▼		0						
552	dr.p k saho		Bhubaneswar	Odisha	8093060049			▼	▼		0						
553	dr.panchan saho		Bhubaneswar	Odisha	9937007510			▼	▼		0						
554	dr.pankaj kumar khora		Bhubaneswar	Odisha	9178614667			▼	▼		0						
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556	dr.philips routray		Bhubaneswar	Odisha	8908467669			▼	▼		0						
557	dr.pitamber prusty		Bhubaneswar	Odisha	8093060134			▼	▼		0						
558	dr.prafulla kumar panda		Bhubaneswar	Odisha	9439947422			▼	▼		0						
559	dr.pratap kumar mishra		Bhubaneswar	odisha	9437148858			▼	▼		0						
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562	dr. r k goenka		Bhubaneswar	Odisha	9437001754			▼	▼		0						
563	dr. r s n murty		Bhubaneswar	Odisha	9437025330			▼	▼		0						
564	dr.rajesh padhi		Bhubaneswar	Odisha	7639961949			▼	▼		0						
565	dr.rajib kumar jena		Bhubaneswar	Odisha	9437176947			▼	▼		0						
566	dr. ram krishna acharya		Bhubaneswar	Odisha	8763722729			▼	▼		0						
567	dr.ramakanta panda		Bhubaneswar	Odisha	9437603017			▼	▼		0						
568	dr.rashmi ranjan mohanty(aiims)		Bhubaneswar	Odisha	9776649413			▼	▼		0						
569	dr.ritesh agarwal		Bhubaneswar	Odisha	9861336985			▼	▼		0						
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571	dr.s k mohanty		Bhubaneswar	Odisha	9437069148			▼	▼		0						
572	dr.s k nanda		Bhubaneswar	Odisha	9090043502			▼	▼		0						
573	dr.s k saho(cghs)		Bhubaneswar	Odisha	8917395312			▼	▼		0						
574	dr.sai prasad saho		Bhubaneswar	Odisha	8895235287			▼	▼		0						
575	dr.sanjay mohanty		Bhubaneswar	Odisha	9437030416			▼	▼		0						
576	dr.shiva mohanta(aiims)		Bhubaneswar	Odisha	8895119743			▼	▼		0						
577	dr. siba shankar kar		Bhubaneswar	Odisha	8010492022			▼	▼		0						
578	dr. siban das		Bhubaneswar	Odisha	9583081676			▼	▼		0						
579	dr.suman ranjan padha(aiims)		Bhubaneswar	Odisha	8762191274			▼	▼		0						

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