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ROLL NO: 0249

Dr. Saurabh Kumar Banerjee

School of Pharmaceutical Management

IIHMR UNIVERSITY, JAIPUR



***BUSINESS DEVELOPMENT INTERN
AT
MEDISAGE***

***A GLOBAL KNOWLEDGE AND
COLLABORATION PLATFORM FOR
DOCTORS***

By Doctors, for the Doctors



About the organization:

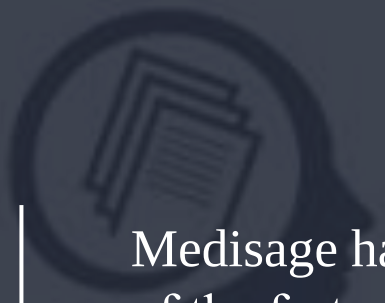
Medisage is a global knowledge platform “by the doctors for the doctors.”

Medisage is a free stage for specialists to get to most recent data in video/text designs across 15 key specialities.

Medisage is worked with the vision of arriving at the most extreme specialists of this nation carefully and upskill them.

Medisage is building India's quickest developing specialists' foundation, Medisage has assembled a scope of 4lakh + specialists so far determined to welcome 1 million specialists on board to Medisage stage to change and digitalize the medical care framework





Medisage has quickly climbed to achieve the spot of “One of the fastest growing doctor platforms”, Medisage is quoted as “Netflix for doctors” through multiple articles in the like India today, Business world Biospectrum among many.

Medisage is a main leader in forming this new age medical care space by empowering HCP updation and upskilling of HCP as a frontrunner in molding this space through its computerized information stage.

Specialists from in excess of 120 nations visit the stage consistently.

Medisage accomplices with universes best clinical affiliation, specialists and colleges to convey condition of workmanship video content, live CME's and all determined diary articles.





Research Question?

To know how healthcare professionals are adopting to digital platforms to update and enhance their knowledge



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Research Objectives:

1. Identified and mapped the healthcare professionals in the region
2. To perform need gap analysis for healthcare professionals
3. To reach out healthcare professionals mapped in our area and
Brief them about medisage

Methodology:

1. Sample design: Qualitative and Quantitative research
2. Sample Size: 50 Doctors
3. Data Collection Tool: Questionnaires is provided in google form
4. Data Collection Method: Primary data
5. Analysis: Data is analyzed using Microsoft excel
6. Method of Collecting data: Sharing the Questionnaires digitally and through visiting doctors
7. Study Duration: 2 Months
8. Study Area: Benagluru

Data collection method

The poll utilized for information assortment involved 09 unique inquiries. The initial segment of inquiry is centered around sociodemographic information like name, gender, email Id, telephone number of specialists. The subsequent area meant to explore the quantity of patients seen by specialist and to think about their claim to fame. The third segment was the center of this examination intended to realize how specialist keep updated.



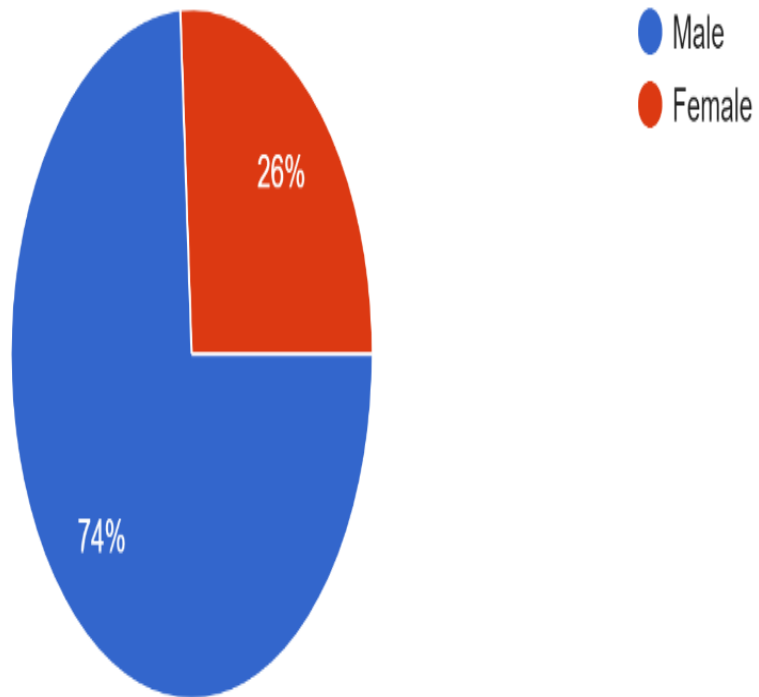


The responses are collected from 50 Healthcare professionals from Bengaluru.

Every respondents offered reaction to know the number of patients they see day by day and even showed their inclination towards how they are overhauling and refreshing themselves towards the most recent advancements carefully.

The obtained responses are as follows:

DEMOGRAPHIC DATA



We collected 50 response from HCPs

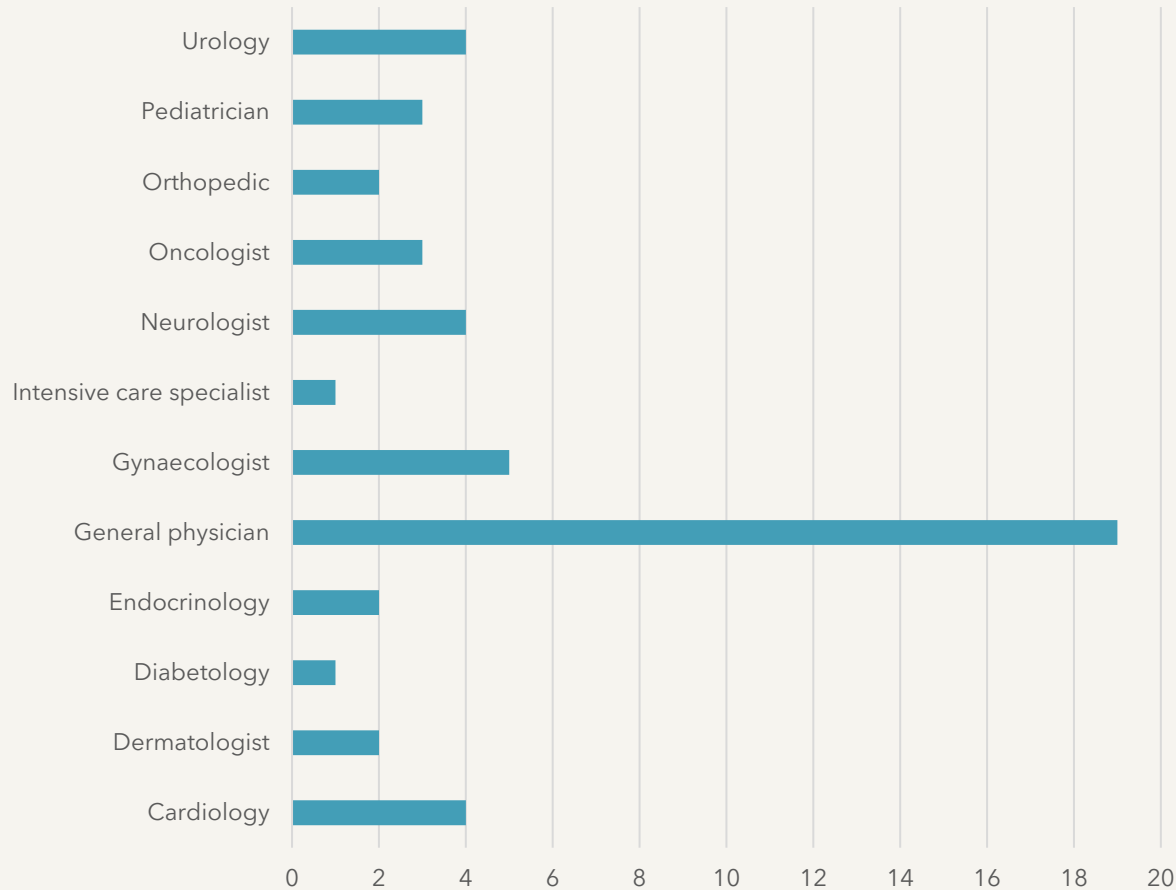
Out of 50 HCPs there are 74% of male HCPs

That is 37 in number and 26% of

Female HCPs that is 13 in number

Specialty of HCP

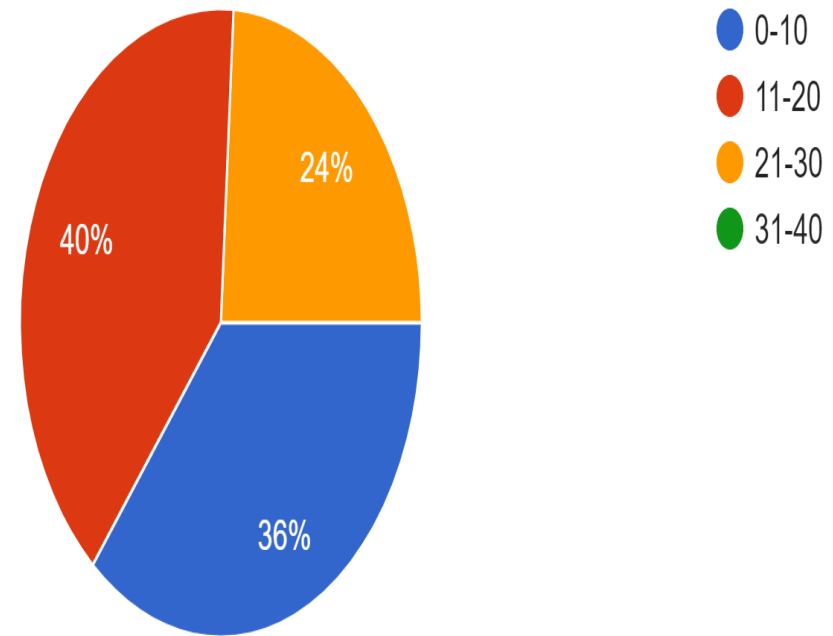
Count of specialty



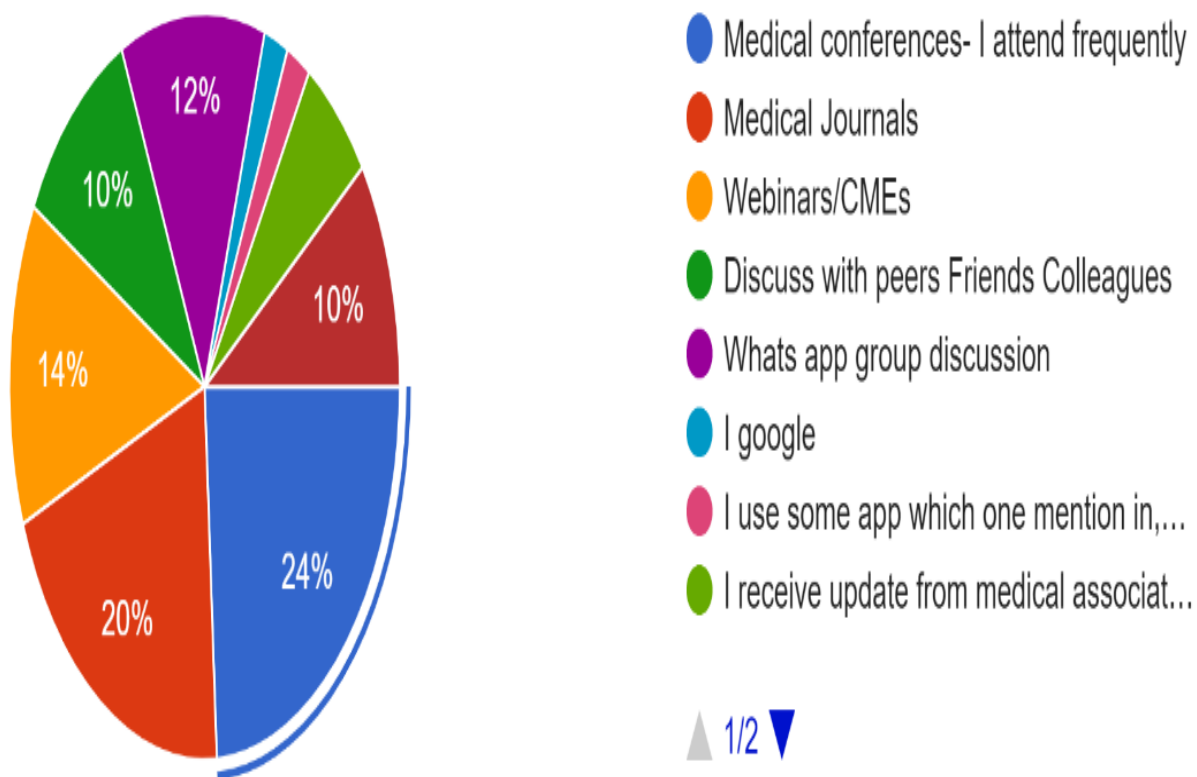
specialty	Count of specialty
Cardiology	4
Dermatologist	2
Diabetology	1
Endocrinology	2
General physician	19
Gynaecologist	5
Intensive care specialist	1
Neurologist	4
Oncologist	3
Orthopedic	2
Pediatrician	3
Urology	4

How Many patients does HCPs sees per day?

Among the 50 HCPs 36% of HCPs that is 18 HCPs sees 0-10 patients per day
40% of HCPs that is 20 HCPs sees 11-20 patients per day
24% of HCPs that is 12 HCPs sees 21-30 patients per day
0% of HCPs that is 0 HCPs sees 31-40 patients per day



How does HCPs keep themselves updated



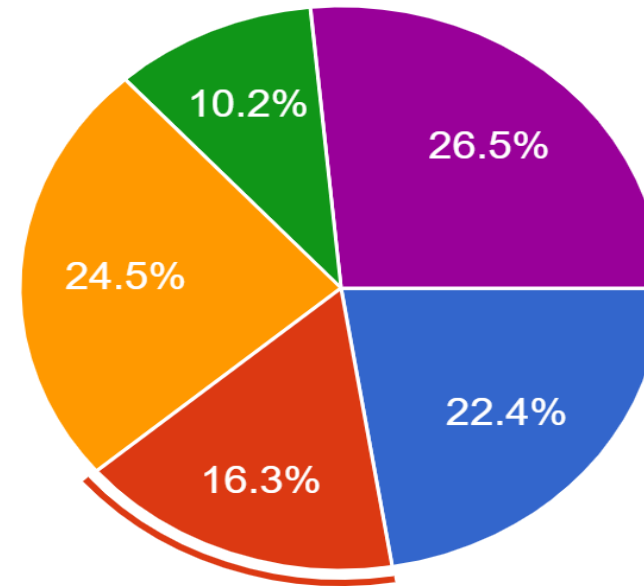
Most of the HCPs get updated themselves through various ways

24% from Medical Conferences
20% from Medical Journals
14% from Webinars/CMEs
12% from Whats app Group discussion
10% from discuss with peers friends colleagues
10% gets updated by discussing with MRs
6% gets updated by medical association

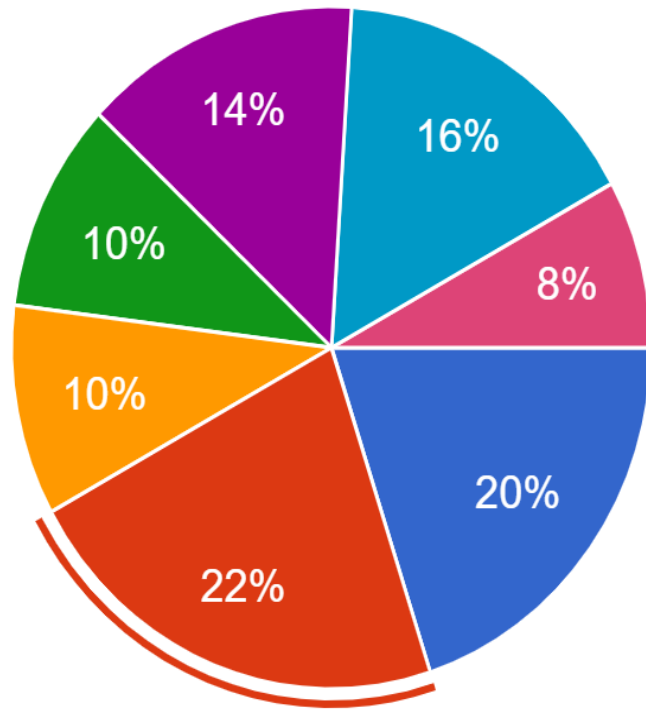
From whom does the HCPs get their 2nd opinion for the differential diagnosis or complicated cases

Most of the HCPs gets there second opinion for complicated cases to solve through

*26.5% ask some one from medical association and gets cleared how to tackle the cases
24.5% gets guidance from their senior doctor
22.4% gets second opinion from friends and peers
16.3% of HCPs use their own knowledge and try to tackle the different cases and complicated cases
10.2% HCPs ask their fellow doctors to get their second opinion*



Which is the Method HCPs Prefer to keep themselves updated digitally for new sciences?



- Short vedios
- Live webinars/ CMEs
- Interaction with opinion leaders, subject exam
- Follow updates from my college, professors, regional, KOL association
- Online medical journal
- Case discussion on complicated patient cases
- Short courses

This is the objective of the study,
This study shows which are the most preferred medium of staying updated to the latest sciences through digitally by HCPs.
Before covid the most preferred way was Live webinars and interaction with other colleagues, now post pandemic everything has shifted towards digital world.

Majority of HCPs now prefer live webinars and CMEs which is totally digital now through zoom or other platforms

20% HCPs prefer short videos to get themselves updated for latest sciences

16% HCPs prefer Case discussion on complicated cases and case studies to keep themselves updated

14% HCPs prefer Online Medical Journal to keep them updated

10% HCP prefer to interact with opinion leaders and subject experts and colleges, professors and regional, KOL associations

least preferred method HCPs to keep themselves updated is short courses that is 8%

Conclusion:

In the new days carefully, everything is growing quickly, and elements of medical care are creating and evolving quickly, new sicknesses and new medications are arising alongside new guidelines and innovation, so it is simply the main thing to keep updated themselves with evolving elements.

Keeping Healthcare experts updated carefully through various stages and adjusting the changes, is one of the favoured method to acquire information about the most recent patterns, advancements and new improvements in the medical care field



General finding and Learning

Identified and mapped the healthcare professionals in the region.

Generated diverse insights leveraging physical and digital tools available with Medisage

Performing the need gap analysis for healthcare professional and recommending them to download Medisage app to know about the upcoming trends in the health care field.



THANK YOU

