

Summer Training Report

At

Medisage

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A Report

By

Kushal G M

MBA PHARMACEUTICAL MANAGEMENT

2020-2022



Acknowledgement

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Kushal G M

MBA PM (2020-2022)

Roll No-0249

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Observational learning

About the organization:

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

Medisage is a free platform for doctors to access latest information in video/text formats across 15 key specialities.

Medisage is built with the vision of reaching the utmost doctors of this country digitally and upskill them.

Medisage is building India’s fastest growing doctors’ platform, Medisage has built a reach of 4lakh + doctors so far with the aim of bringing 1 million doctors on board to Medisage platform to transform and digitalize the healthcare system.

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 leading frontrunner in shaping this new age healthcare space by enabling HCP updatation and upskilling of HCP of HCP as a frontunner in shaping this space through its digital knowledge platform.

Doctors from more than 120 countries visit the platform on a regular basis.

Medisage partners with worlds best medical association, experts and universities to deliver state of art video content, live CME’s and all driven journal articles.

Research Question?

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

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: Bengaluru

Data collection

The questionnaire used for data collection comprised 09 different questions. The first part of question is focused on sociodemographic data such as name, gender, email Id, phone number of doctors. The second section aimed to investigate the number of patients seen by doctor and to know about their speciality. The third section was the core of this study designed to know how doctor keep updated.

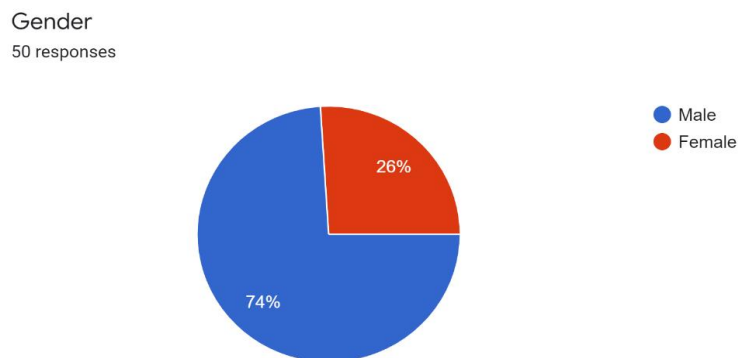
Discussion

The responses are collected from 50 Healthcare professionals from Bengaluru

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

The obtained responses are as follows:

DEMOGRAPHIC DATA



We collected 50 response from HCPs

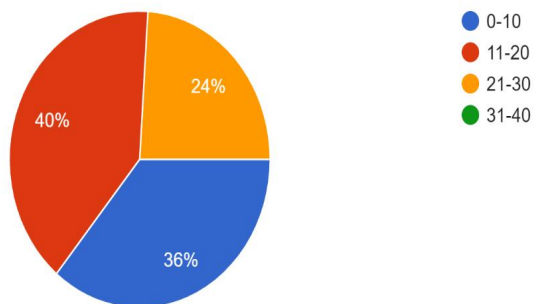
Out of 50 HCPs there are 74% of male HCPs That is 37 in number and 26% of Female HCPs that is 13 in number

Specialty of HCP

specialty	Count of specialty
Cardiology	4
Dermatologist	2
Diabetology	1
Endocrinology	2
General physician	19

How Many patients does HCPs sees per day?

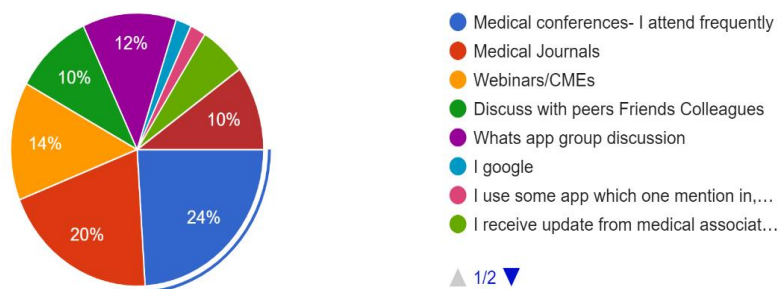
how many patients do you see daily
50 responses



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

How does HCPs keep themselves updated?

How does you keep updated yourself with latest science
 50 responses

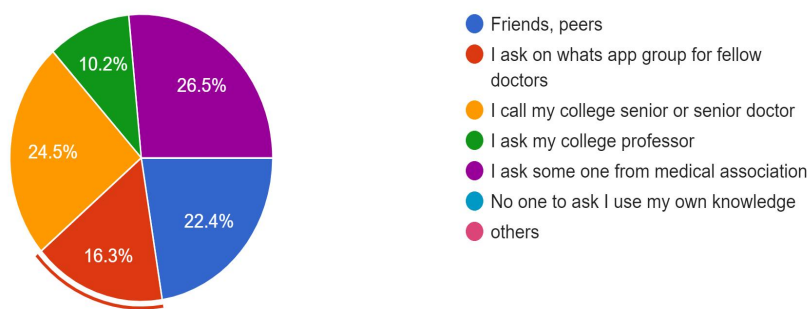


Most of the HCPs get updated themselves through various ways

24% from Medical Conferences
 20% from Medical Journals
 14% from Webinars/CMEs
 12% from What's 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?

Who do you get your second opinion from on different diagnosis or complicated cases
49 responses



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

26.5% ask someone 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

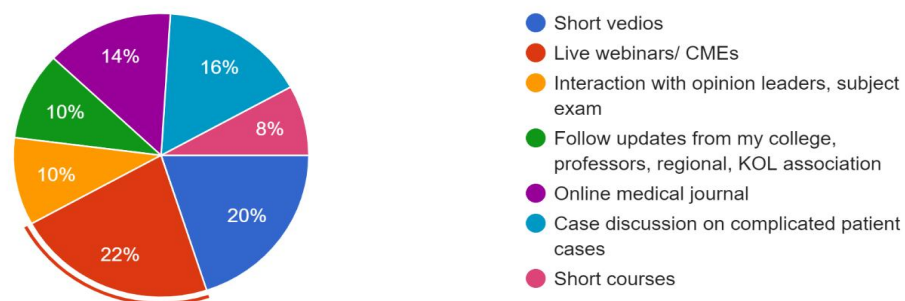
16.3% of HCPs use their own knowledge and try to tackle the different cases and complicated cases

10.2% HCPs ask their fellow doctors to get their second opinion.

Which digital method HCPs prefer to keep themselves updated on the latest sciences?

Whats your preferred format of staying Up to Date digitally

50 responses



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 exam 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.

A. Time Schedule

Sl No.	Day and Date	Activity Performed
1	May 12, 2021, Wednesday	Screening and interaction with Medisage.
2	May 13, 2021, Thursday	Geographical Mapping of Hospitals, PHC, no. of doctors, Medical college in our city.
3	May 14, 2021, Friday	Geographical Mapping of Hospitals, PHC, no. of doctors, Medical college in our city.
4	May 15, 2021, Saturday	Geographical Mapping of Hospitals, PHC, no. of

		doctors, Medical college in our city.
5	May 16, 2021, Sunday	Induction programme of Medisage.
6	May 17, 2021, Monday	Contacted doctors on call and noted their response.
7	May 18, 2021, Tuesday	Contacted doctors on call and noted their response.
8	May 19, 2021, Wednesday	Contacted doctors on call and noted their response
9	May 20, 2021, Thursday	Contacted doctors on call and noted their response.
10	May 21, 2021, Friday	Contacted doctors on call and noted their response.
11	May 22, 2021, Saturday	Contacted doctors and added more doctors to the provided list
12	May 23, 2021, Sunday	Weekend meeting with Medisage to discuss the progress report and challenges faced by us in the work and suggestion to overcome the challenges.
13	May 24, 2021, Monday	Contacted doctors on call and noted their response.
14	May 25, 2021, Tuesday	Contacted doctors on call and noted their response.
15	May 26, 2021, Wednesday	Contacted doctors on call and noted their response.

SL No	Date and Day	Activity Performed
16	May 27, 2021, Thursday	Contacted doctors on call and noted their response.
17	May 28, 2021, Friday	Contacted doctors on call and noted their response.
18	May 29, 2021, Saturday	Contacted doctors on call and noted their response.
19	May 30, 2021, Sunday	Weekend meeting with Medisage to discuss the progress report and challenges faced by us in the work and suggestion to overcome the challenges.
20	May 31, 2021, Monday	Contacted doctors on call and noted their response. Interaction with Zydus Cadila Vice President, Pramod Kumar Rajput on career prospects in Pharma Industry
21	June 01, 2021, Tuesday	Contacted doctors on call and noted their response.
22	June 02, 2021, Wednesday	Contacted doctors on call and noted their response.
23	June 03, 2021, Thursday	Contacted doctors on call and noted their response.
24	June 04, 2021, Friday	Contacted doctors on call and noted their response.

25	June 05, 2021, Saturday	Contacted doctors on call and noted their response.
26	June 06, 2021, Sunday	Weekend meeting with Medisage to discuss the progress report and challenges faced by us in the work and suggestion to overcome the challenges.
27	June 07, 2021, Monday	Contacted doctors on call and noted their response.
28	June 08, 2021, Tuesday	Contacted doctors on call and noted their response.
29	June 09, 2021, Wednesday	Contacted doctors on call and noted their response.
30	June 10, 2021, Thursday	Contacted doctors on call and noted their response.
31	June 11, 2021, Friday	Contacted doctors on call and noted their response.
32	June 12, 2021, Saturday	Contacted doctors on call and noted their response.
33	June 13, 2021, Sunday	Weekend meeting with Medisage to discuss the progress report and challenges faced by us in the work and suggestion to overcome the challenges.
34	June 14, 2021, Monday	Contacted doctors on call and noted their response.
35	June 15, 2021, Tuesday	Contacted doctors on call and noted their response.
36	June 16, 2021, Wednesday	Contacted doctors on call and noted their response.
37	June 17, 2021, Thursday	Contacted doctors on call and noted their response.
38	June 18, 2021, Friday	Contacted doctors on call and noted their response.
39	June 19, 2021, Saturday	Contacted doctors on call and noted their response.
40	June 20, 2021, Sunday	Weekend meeting with Medisage to discuss the progress report and challenges faced by us in the work and suggestion to overcome the challenges.
41	June 21, 2021, Monday	Contacted doctors on call and noted their

		response.
42	June 22, 2021, Tuesday	Contacted doctors on call and noted their response.
43	June 23, 2021, Wednesday	Contacted doctors on call and noted their response.
44	June 24, 2021, Thursday	Contacted doctors on call and noted their response.
45	June 25, 2021, Friday	Contacted doctors on call and noted their response.
46	June 26, 2021, Saturday	Contacted doctors on call and noted their response.
47	June 28, 2021, Monday	Weekend meeting with Medisage to discuss the progress report and challenges faced by us in the work and suggestion to overcome the challenges.
48	June 29, 2021, Tuesday	Contacted doctors on call and noted their response.
49	June 30, 2021, Wednesday	Contacted doctors on call and noted their response.
50	July 1, 2021, Thursday	Contacted doctors on call and noted their response.