

Summer Training Presentation

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ABOUT THE ORGANISATION

MEDISAGE- By the doctors for the doctors.



- MediSage is an on-demand OTT global knowledge platform of curated medical content, poised to become the largest Healthcare Professional (HCP) network in the World. The intent is to create a vibrant community where leading subject experts can assist HCPs across the world to upskill and upgrade their knowledge through Audio-Video series of contents & CME courses.
- MediSage has built a reach of 4 lakh doctors with an aspiration to bring in 1 million doctors to transform and digitalize the entire healthcare fraternity. With over 500 global experts on its panel.
- MediSage has collaborated with Global Universities, Medical Associations, Subject Matter Experts & Medical bodies to develop, curate and certify content for the use of HCPs across various specialties.
- MediSage is a free platform for doctors to access latest information in video/text formats across 15 key specialities i.e., delivered through multiple platforms such as Web, Mobile or available to watch at the convenience of their homes on Smart TVs.
- MediSage has quickly scaled to achieve the spot of “One of the fastest growing doctor’s platforms”. “Netflix for doctors” quoted through multiple articles in the like of India Today, Business world, Bio spectrum among many.

Digital Knowledge Platforms adoption by Health Care Professionals.



RESEARCH QUESTION



How are healthcare professionals
adopting digital knowledge
platforms to upgrade and update
their knowledge?

OBJECTIVES

- To perform need gap-analysis for health-care professionals.
- To identify and map healthcare professionals in a region to their educational and upskilling needs.
- To reach out HCPs of Government / Private Hospitals/ Private Practitioners of different specialities digitally and physically.

RESEARCH METHODOLOGY



Sample design:
Qualitative and
Quantitative research



Sample size: 50 doctors



Data collection tool:
Questionnaire in the form
of google form.



Data collection method:
Primary data were
received by the
respondents by using
questionnaire in the form
of google form.



Analysis: Analysis was
done using Microsoft
Excel.



**Mode of administration
of questionnaire:**
Visiting doctors
physically and contacting
them digitally.



Duration: 2 Months



Study Area: Meerut, U.P

Result And Discussion

- The study consists of 50 respondents that are healthcare professionals of Meerut , U.P.
- Every respondents showed their preference towards how they are upgrading and updating themselves towards the latest developments digitally.
- Following are the few results we got:

DEMOGRAPHICS

Gender

31

Male

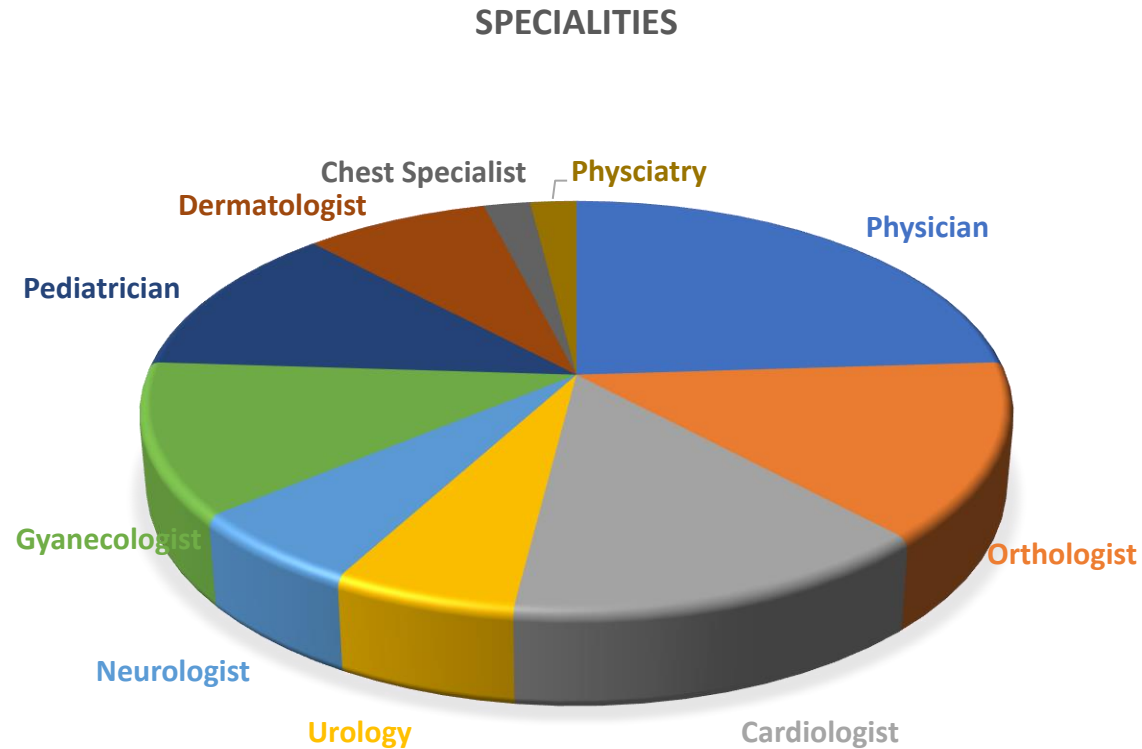


19

Female

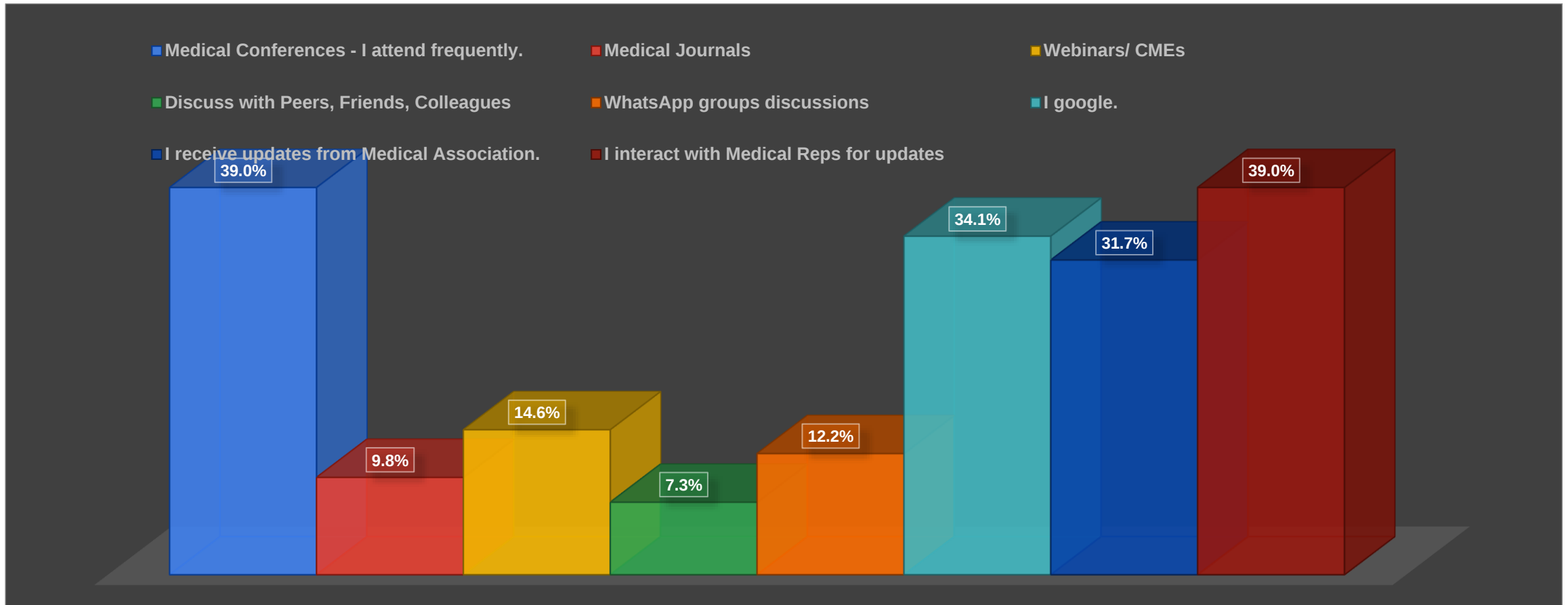


SPECIALITIES OF HCP'S

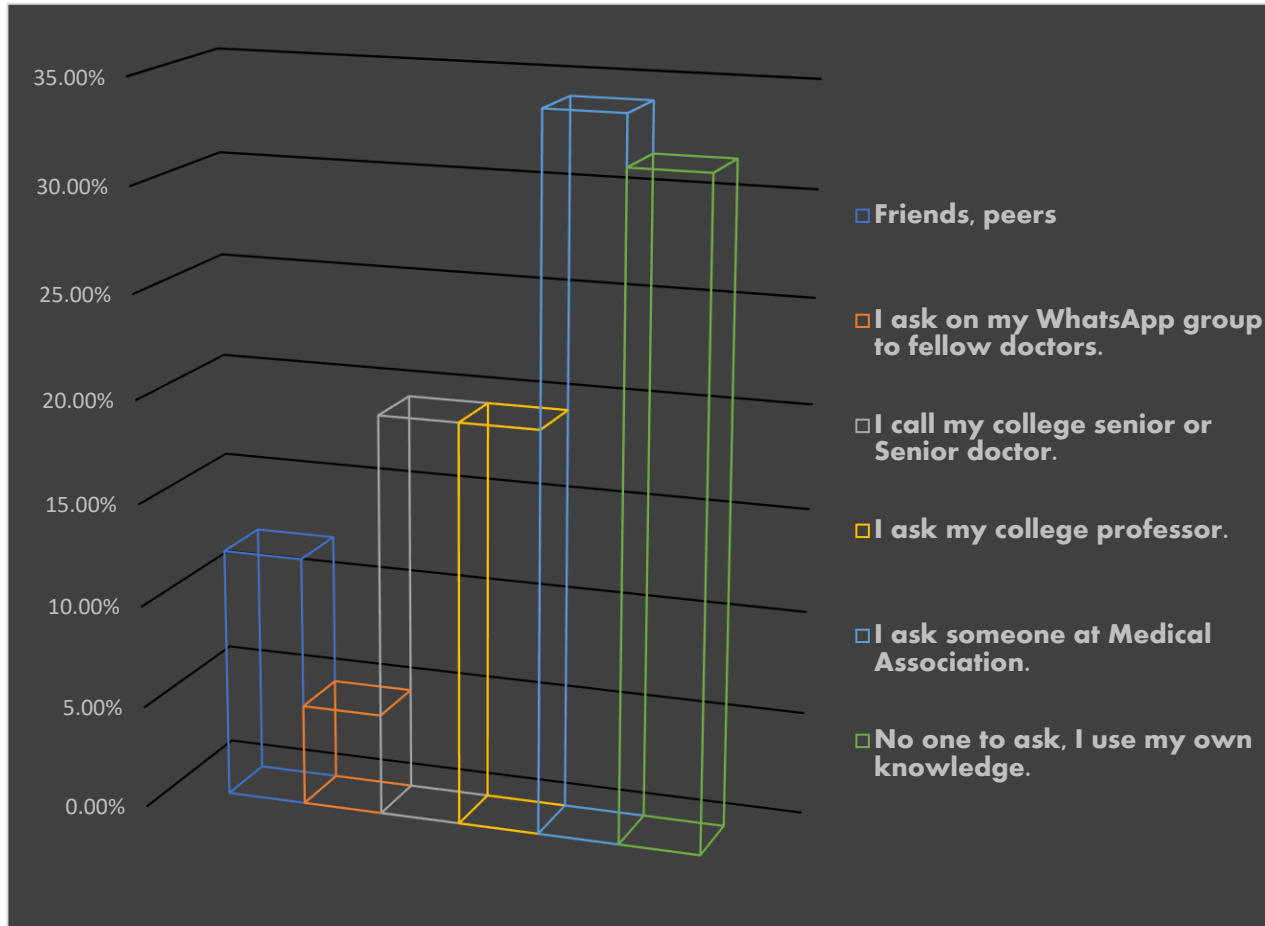


SPECIALITY	Count of Responses
Physician	12
Orthologist	7
Cardiologist	7
Urology	3
Neurologist	3
Gynaecologist	6
Paediatrician	6
Dermatologist	4
Chest Specialist	1
Physiatry	1

How does Healthcare Professionals keep themselves updated with latest science?

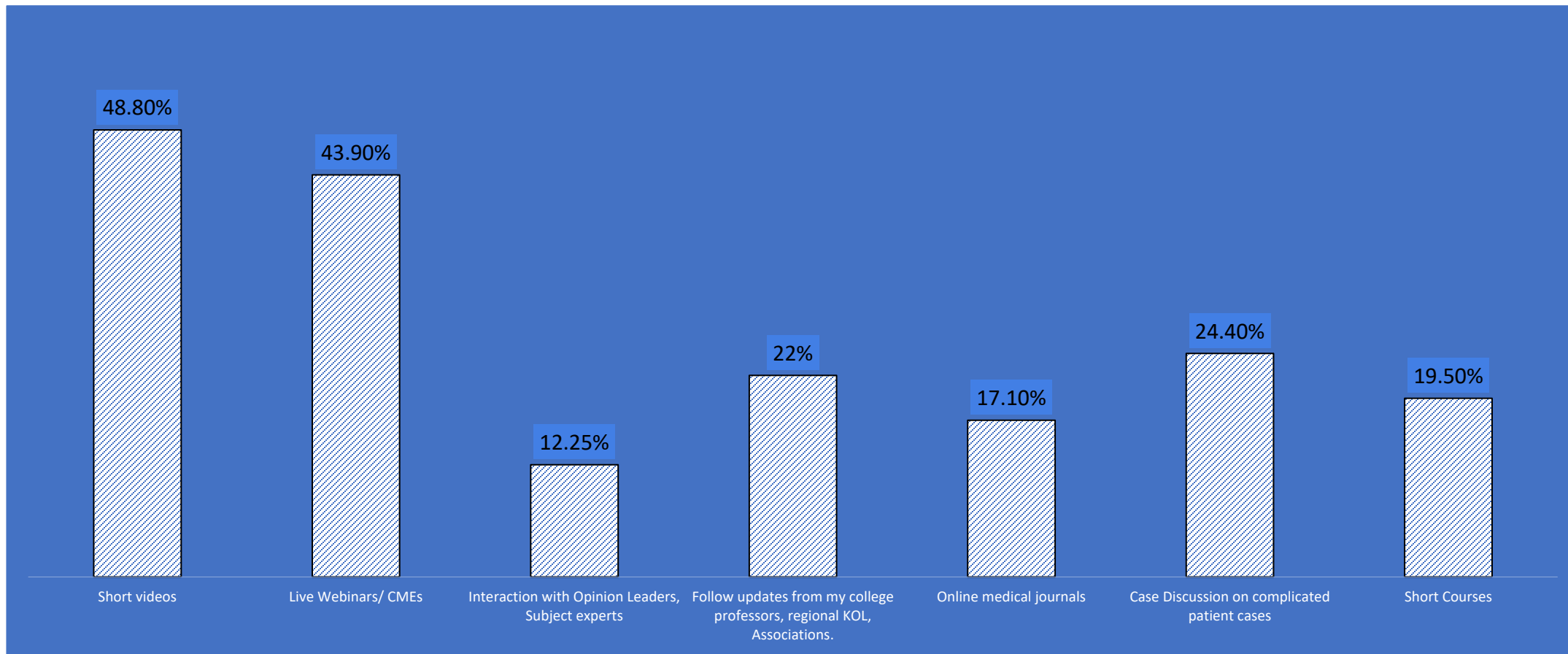


From whom does the HCP'S get their 2nd opinion from on differential diagnosis or complicated patient cases?



- Most of the respondents like to take their 2nd opinion on complicated patient case or differential diagnosis from their medical associations. Whereas 31% of the health-care professionals also like to use their own knowledge.
- And 19.5% of the respondents ask their college professor and senior doctors for their 2nd opinion while 12.2% of the respondents like to ask their friends and peers for the complicated patient case on differential diagnosis while rest of them i.e., 4.9% of respondents ask other fellow doctors on WhatsApp group for discussions.

How HCP'S prefer to stay updated Digitally?



How HCP'S prefer to stay updated Digitally?

- The study shows that the most preferred medium of staying updated digitally by health care professionals is seeing Short Videos that contains visual content related to latest science and then Live webinars/CMEs is the second most preferred way which very common these days as due to covid most of the things are happening digitally and webinars are one of the ways to be stay updated digitally.
- While 22% of the respondents follow updates from their associations, KOL, and college professors for their digital learning.
- Then, after that Case based discussion on complicated patient cases and short courses are preferred by 24.4% and 19.5% of the respondents. While 17% prefer to opt for short courses for their digital learning process.
- And least % of the respondents i.e., 12.25% of the health care professionals interact with subject leaders and opinion leaders to stay updated digitally with medical knowledge.

CONCLUSION

- In recent times when everything is developing so fast and dynamics of healthcare are changing rapidly new diseases are emerging, new drugs guidelines & technology are emerging hence it is need of the hour for healthcare professionals to keep updated with changing dynamics.
- So, healthcare professionals are keeping themselves updated digitally with different mediums to stay updated and adapting different knowledge platforms is one the preferred way to find credential information and gain knowledge about the latest science and recent developments.



Thank you!!