

Summer Training

At

MediSage- A digital learning platform by the doctors for the doctors

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A Report on

Digital Knowledge Platforms adoption by HCPs in Challenging Clinical Environment.

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Acronyms/Abbreviations

OTT	Over the Top
HCPs	Health-Care Professionals
CME	Continuing Medical Education
TV	Television
Dr	Doctor
MR	Medical Representatives
KOL	Key Opinion Leaders
APP	Application

INTRODUCTION

MEDISAGE- A digital learning platform 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.

Founded by industry veterans, the vision of the company is to keep doctors abreast with the latest medical knowledge, global best practices and case studies enabling doctors to improve patient outcomes through right diagnosis and quality treatment.

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.

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.

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

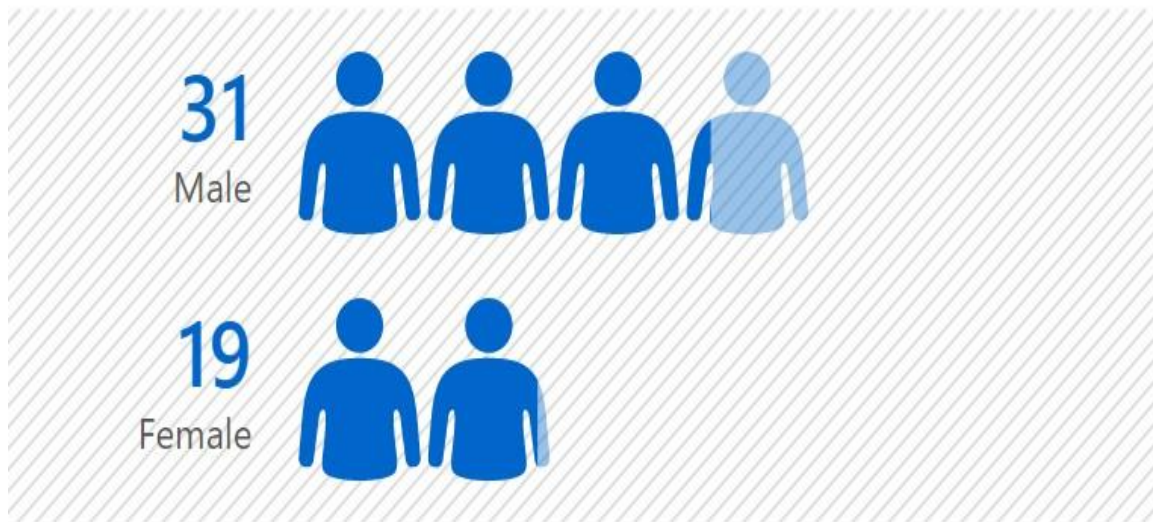
Analysis of Healthcare Professional's response.

The study consists of 50 respondents that are healthcare professionals of Meerut , U.P.

On analysing demographic details of the healthcare professional's

1. The Male and Female respondents were:

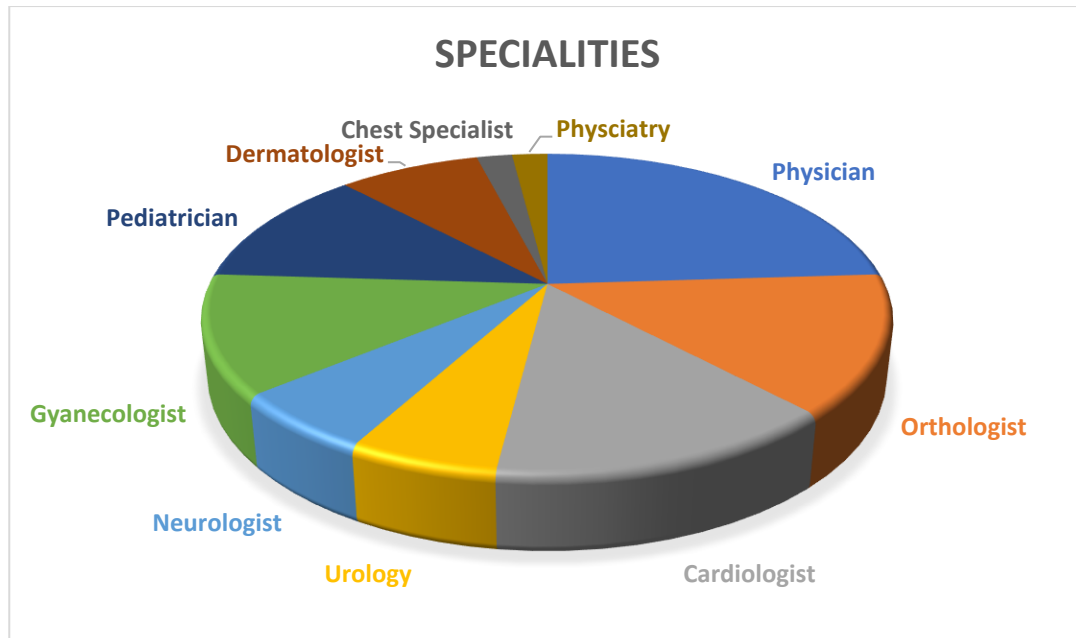
Gender



There were 31 male and 19 female healthcare professionals total that responded according to the demographics of the study.

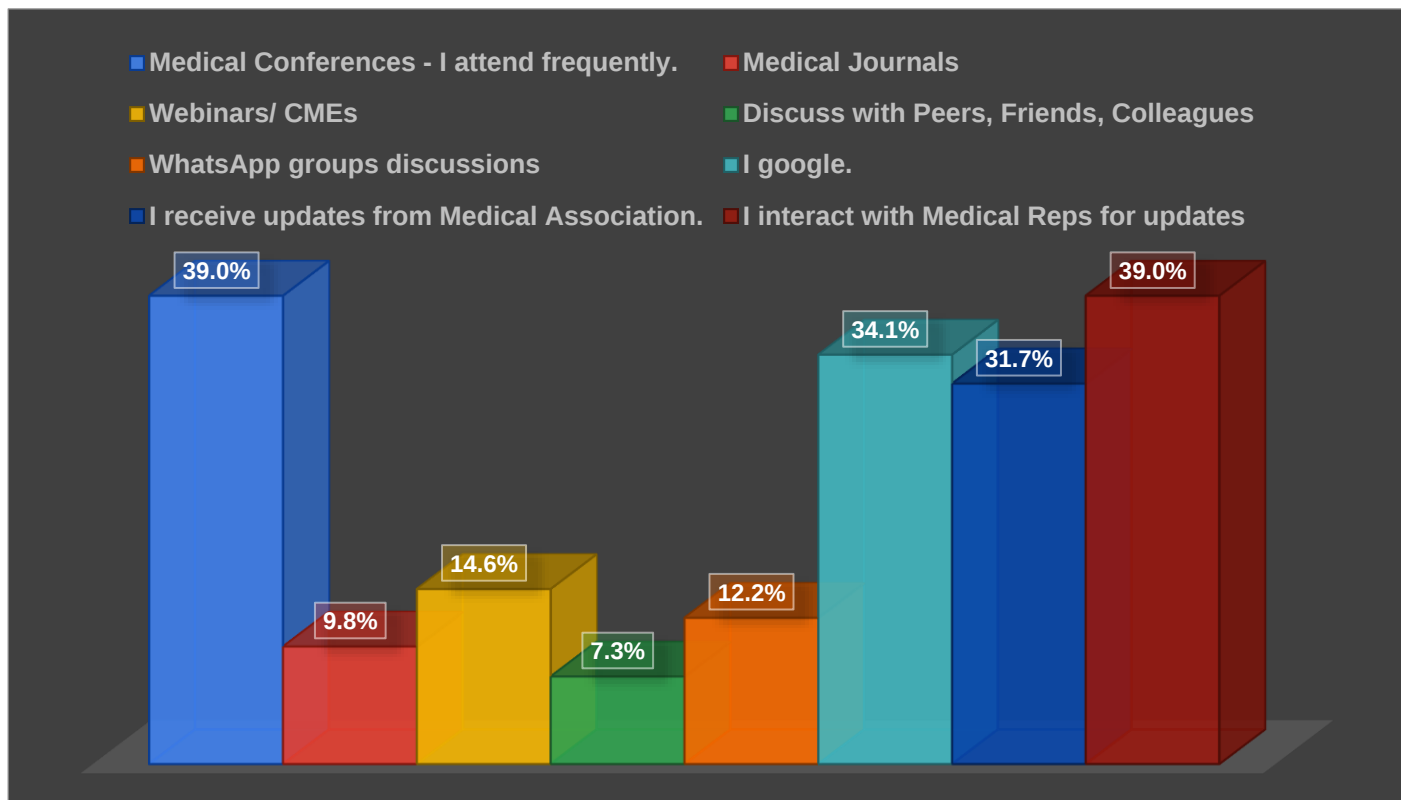
2. The Specialisations of healthcare professionals are as follow:

The respondents are of following specialisations:



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

3. How does Healthcare Professionals keep themselves updated with latest science?



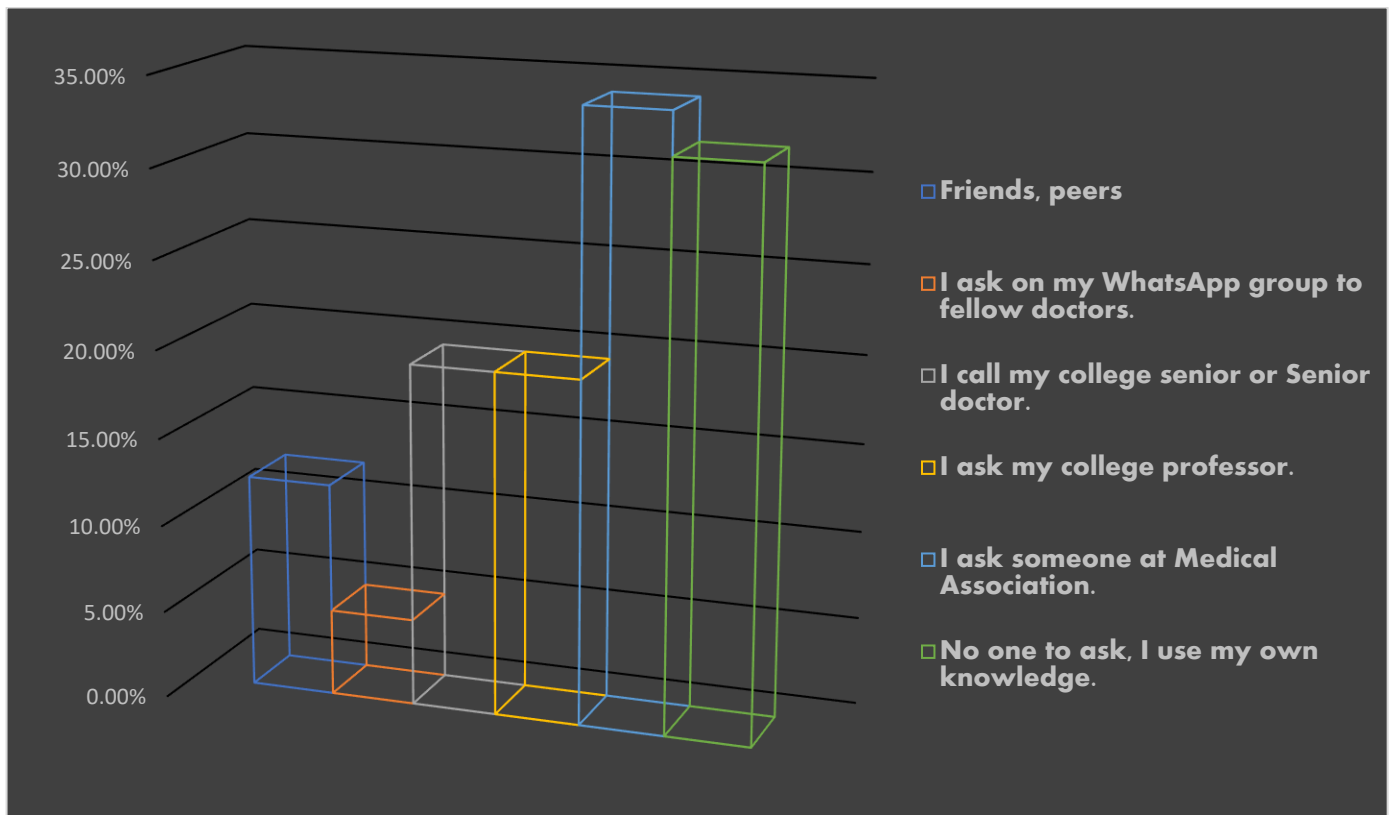
After getting all the response from our respondents we got to know that 39% of the healthcare professionals keep themselves updated through medical conferences and by interacting with the medical representatives as it seems to be the most preferred way to updating and upgrading the knowledge of healthcare professionals.

After that 34.1% of the respondents use Google to get the latest science information about the Medical World. Whereas 31.7% of the respondents receive updates from their Medical Associations.

While 14.6% of healthcare professionals like to attend Webinars/CMEs, 12.2% uses WhatsApp Discussions to stay updated.

And the other 9.8% respondents interact with medical representatives and 7.3% discuss with their peers, friends and colleagues to stay updated about the latest science.

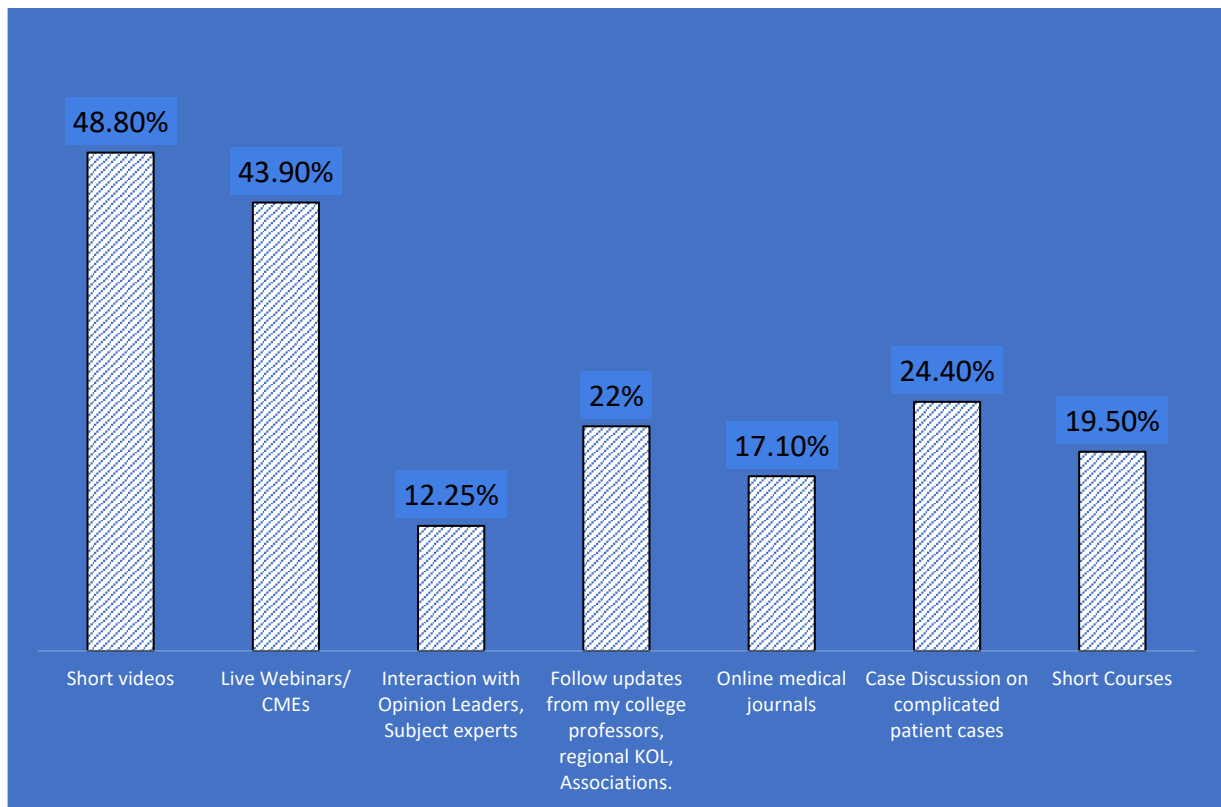
4. From whom does the HCP'S get their 2nd opinion from on differential diagnosis or complicated patient cases



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.

5. How HCP'S prefer to keep themselves 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.

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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.

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ANNEXURE

❖ Questionnaire for Health-Care Professionals

- Dr Name:
- Gender
- Mobile no.
- Email Address:
- Dr City:
- Dr Speciality:

- How do you keep yourself updated with latest science?
 - Medical Conferences - I attend frequently.
 - Medical Journals
 - Webinars/ CMEs
 - Discuss with Peers, Friends, Colleagues
 - WhatsApp groups discussions
 - I google.
 - I use some app - which one, mention in others?
 - I receive updates from Medical Association.
 - I interact with Medical Reps for updates
 - Other:

- Who do you get your 2nd opinion from on differential diagnosis or complicated patient cases?
 - Friends, peers
 - I ask on my WhatsApp group to fellow doctors.
 - I call my college senior or Senior doctor.
 - I ask my college professor.
 - I ask someone at Medical Association.
 - No one to ask, I use my own knowledge.
 - Other:

- What is your preferred format of staying up-to-date digitally?
 - Short videos
 - Live Webinars/ CMEs
 - Interaction with Opinion Leaders, Subject experts
 - Follow updates from my college professors, regional KOL, Associations.
 - Online medical journals
 - Case Discussion on complicated patient cases
 - Short Courses
 - Other: