

Summer Training
At
MEDISAGE
From 12th May to 12th July
A Report
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Batch 2020-2022
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ACKNOWLEDGEMENT

Firstly, I would like to thank my **parents** who have always cherished and supported me and guided me in every sphere of life and encouraged me to do my work with full potential.

I would like to express my special thanks to **Medisage** Company for allowing me to do internship at their place and were always available to help me in the new learnings and challenges faced by me and **IIHMR University** for giving me this internship opportunity.

I would extent a heartfelt thanks to my mentor **Mr. Sandeep Narula, Asst. Professor, IIHMR, Jaipur** who has always guided me and **Yashwant Mishra, Training Head, Medisage** who has helped me throughout the internship programme and for their able guidance and support for completing this project.

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OBSERVATIONAL LEARNINGS:

ORGANIZATION PROFILE

MEDISAGE

Medisage is an online digital platform which provides the curated medical content according to the doctors domain and their area of interest, the tag line for the medisage is “ By the Doctors , For the Doctors”.

Mission: To help the medical practitioners to update their knowledge in every possible way by reaching out maximum number of doctors and medical students and provide them a fruitful content which boost up their knowledge.

Vision: To be a prominent leader in healthcare industry and always ready to serve doctors by knowing their area of interest and finding out best possible way to upgrade their knowledge.

BACKGROUND:

Medisage a Health Start-up Private Company located at Mumbai, Maharashtra was incepted on 11 November 2011 and launched in April 2020 comprising of two directors Abhishek Ghosh and Bhagwat Sharan Dhingra.

Bhagwat Dhingra is the core founder of the company and Abhishek Ghosh is the co-founder.

MEDISAGE APP:

The app developed by the Company comprises of the medical content for the Health Care Professional.

The HealthCare Professionals can registered according to their speciality where they will get the updated data/information of their field only and the app also has the option of students login for the Medical students where they will get information of all the area of Medical field and there is also an option of others which helps the other healthcare professionals like nurses, pharmacist to login and use the information available to study and be updated with all the medical content.

The app has 5 sections: home, Partners, Events, Search and Personal profile.

The home page consists of cases section which comprises of complicated case studies and the leading case studies for the study of doctors with their solutions. They can have a study of all the case studies available and can also give their opinion on the case studies.

My Events section consist of of both upcoming events and past events. For the past events recordings are already available if anyone fails to watch the event.

News sections consist of the news from the famous articles like American Journal of Medicine, Obesity, Critical Care, New England Journal of Medicine etc. All those articles from these journals are uploaded on the app weekly two times for the reference of the doctors.

Expert talks are available both of National and International experts.

500 plus Journal articles are available like of The Lancet, British Medical Journal, JAMA and NEJM etc.

Other than this the home page displays all the trending videos, new releases.

Partners of this company are Sun Pharma, Alkem, Glenmark, Alcon, AstraZeneca, Bharat Serum and Vaccines Ltd., Rivaara Labs, P&G, Micro Labs, Metropolis, Medtronic, ADVY, NATCO

The personal profile section consists of the professional information, our dashboard which displays the number of videos he has watched, news read. Based on these two things the candidate will get the CME points and will be awarded the certificate.

It has a section of my communities where all the community/field of medical area is present.

METHODS OF DATA COLLECTION:

The mapping of number of Hospitals (Government and Private), number of doctors, number of Primary Health Care Centers and number of Medical College of the area (Alibag, Maharashtra) was done.

Primary research was done.

A questionnaire in google form was prepared which comprised of the following questions:

- Doctor's name
- Mobile number
- Email address
- City
- Speciality
- Attach visiting card or clinic's display board photo.
- How many patients do you see/day?
- What percentage are first time patients/ new patients?
- Which disease type do you see more often?
- How do you keep yourself updated with latest science?
- Who do you get your 2nd opinion from on differential diagnosis or complicated patient cases?
- What's your preferred format of staying up-to-date digitally?

Primary data was collected by using online and offline modes.

Digitally the data was collected by telephonic calls, text and WhatsApp messages.

Field visit was done to all the doctors, demonstrating them the features of the app and convincing them to download the app and get the google form filled by asking them the relevant questions.

FINDINGS ON KEY LEARNING:

Identification of need gap analysis: The Medisage app installation work helped us to reach out maximum number of doctors and helped us to understand the need of updated medical content (webinars, podcast, videos, journal articles, newsletters, expert talk).

As the Location where I belongs is kind of rural area and the learnings of the doctors are at the ground level because most of the doctors were not knowing about these types of platform so, it was an privileged to me to provide them this kind of platform through Medisage.

Medisage has fulfilled their gap of knowledge gaining and designed an all-in-one kind of app where they will find every latest and past information automatically and also free of cost.

Analysis of the Healthcare sector of our area: By doing the geographical mapping of my area Alibag, Maharashtra. I learned the number of hospitals, doctors, healthcare centres and medical college of my area.

Tackling and understanding the behaviour of Doctors: Visiting and calling doctors for the purpose of app downloading taught me the to analyse the minds of the doctors and to handle the rude behaviour of the doctors with a calm mind , this build up my confidence to present myself with a positive attitude.

Marketing tactics: All the tactics for marketing the app helped us to build up the convincing power to market our product smoothly.

LIMITATION:

- Reluctant of sharing personal information like the licence number of doctors.
- The app provided the videos only of the partners associated with them like of Glenmark, P&G etc. It does not provide any other videos.
- Journal articles available on their site is also of their partner companies which is easily available online on any site. There is no such uniqueness in their article.

SUGGESTION

- Journals articles are very limited can be extent with large amount.
- Doctors can be given the access to upload their own case studies.
- There should also be information about Ayurveda which will encourage the BAMS doctors to download the app.
- For BAMS and BHMS doctors should have their options for their selection of qualification.
- Limited information for opthamology, should upload the content for opthalmology

PROJECT REPORT

OBJECTIVE

1. To identify the sources of knowledge gaining of the doctors.
2. To identify the need gap analysis of the doctors.
3. To make doctors more comfortable towards an online content which will serve them benefit in long run.
4. To make doctors to connect with more doctors in their particular domain and provide them fruitful content.
5. To analysis the healthcare sector of our area.

RESEARCH QUESTION

Assessing the Healthcare sector and identifying the need of an hour for adopting the learning through digital platform.

ANALYSIS AND INTERPRETATION

1. Adoption towards learning through Medisage:

S.No.	Speciality	Number of downloads
1	BAMS	12
2	BHMS	20
2	MBBS	6
3	Gynaecologist	3
4	M.D.	4
5	Internal Medicine	1
6	General Surgeon	2
7	Endocrinologist	1
8	M.S. (Ortho)	2
9	Paediatrician	5
10	Cardiology	3
11	Orthopaedic Consultant	1
12	Neurosurgery	1
13	Gastroenterologist	1
14	Final year student	37

CONCLUSION :

Paediatrician and Master of Medicine doctors are keener about learning through Medisage. They found it interesting and were ready to download the app.

BHMS doctors were found more interested for the app download and adopt the learning from the medisage.

Final year students also founded it a more informative and knowledgeable learning source.

RECOMMENDATION

- Many more videos can be added in the app.
- Options for the BHMS and BAMS degree holders to select their qualification
- Ayurvedic content should be added for the BAMS holders.
- Access rights for uploading the cases and solutions for the reference of the doctors.
- More content should be added for ophthalmology.