

SUMMER TRAINING REPORT

by Jayesh Parihariya

at

MEDISAGE E-LEARNING PRIVATE LIMITED

MBA in Pharmaceutical Management

Batch 2020-2022

Of

Indian Institute of Health Management and Research,
Jaipur

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Professor, IIMR University, Jaipur

Industry Mentor: Yashwant Mishra

MEDISAGE

Medisage is an online digital platform which provides a curated medical content according to doctors domain.

Tagline of Medisage “ 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.

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.



YOUR STORY

STARTUP SNAPSHOT



FOUNDERS
Bhagwat Dhingra
and Abhishek Ghosh



FOUNDED IN
2019



HEADQUARTER
Mumbai



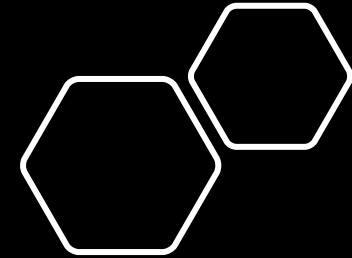
SECTOR
E-Learning



WHAT IT SOLVES
Provides medical
upskilling content
for doctors



FUNDING
Bootstrapped



BACKGROUND

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



MEDISAGE APP:

- Curated medical content for the Health Care Professional.
- Live CMEs
- Mediflix series
- Accredited Courses
- 350 + Global Experts
- Collaboration with 50 + Healthcare Organization
- 500 + Journals.



Sections of the app:

Home, Partners, Events, Search and Personal profile.

HOME Page



PARTNERS

SUN PHARMA

ALKEM

GLENMARK

ALCON

ASTRAZENECA

BHARAT SERUMS

RIVAARA

Procter & Gamble

MICRO LABS

METROPOLIS

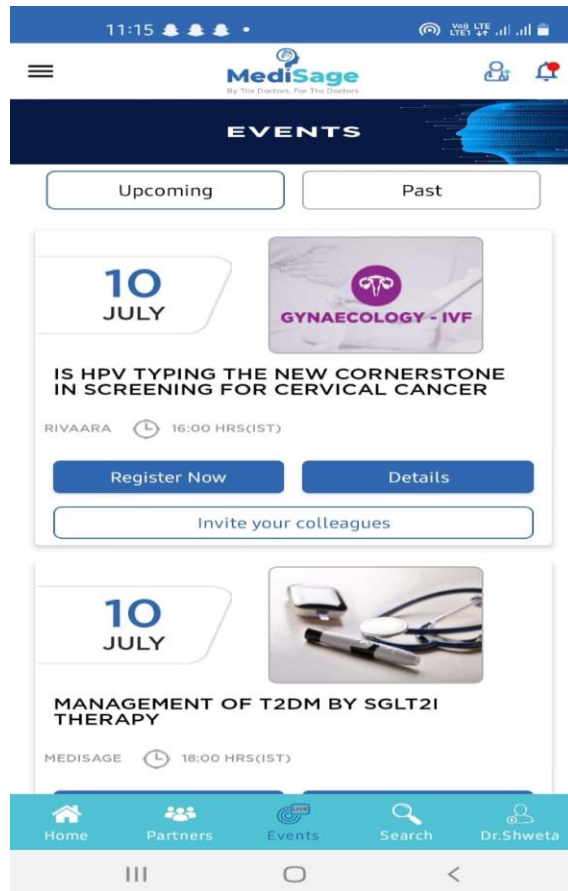
MEDTRONIC

ADVY

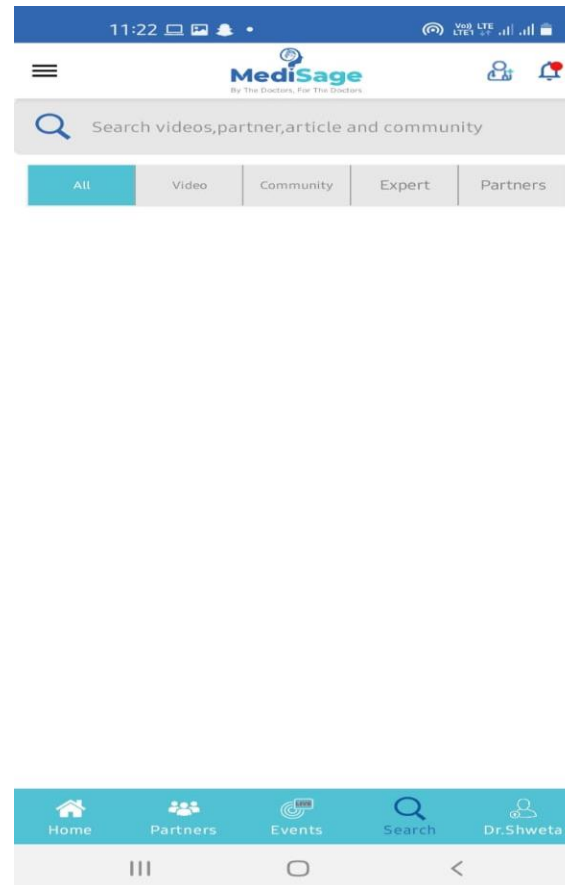
NATCO

Sections of Medisage:

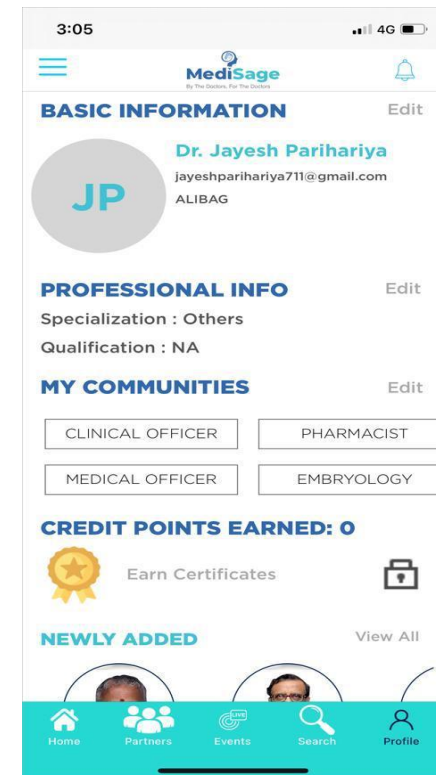
EVENTS



SEARCH



My Profile



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 analysis the healthcare sector of our area.

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 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

FINDINGS ON KEY LEARNING:

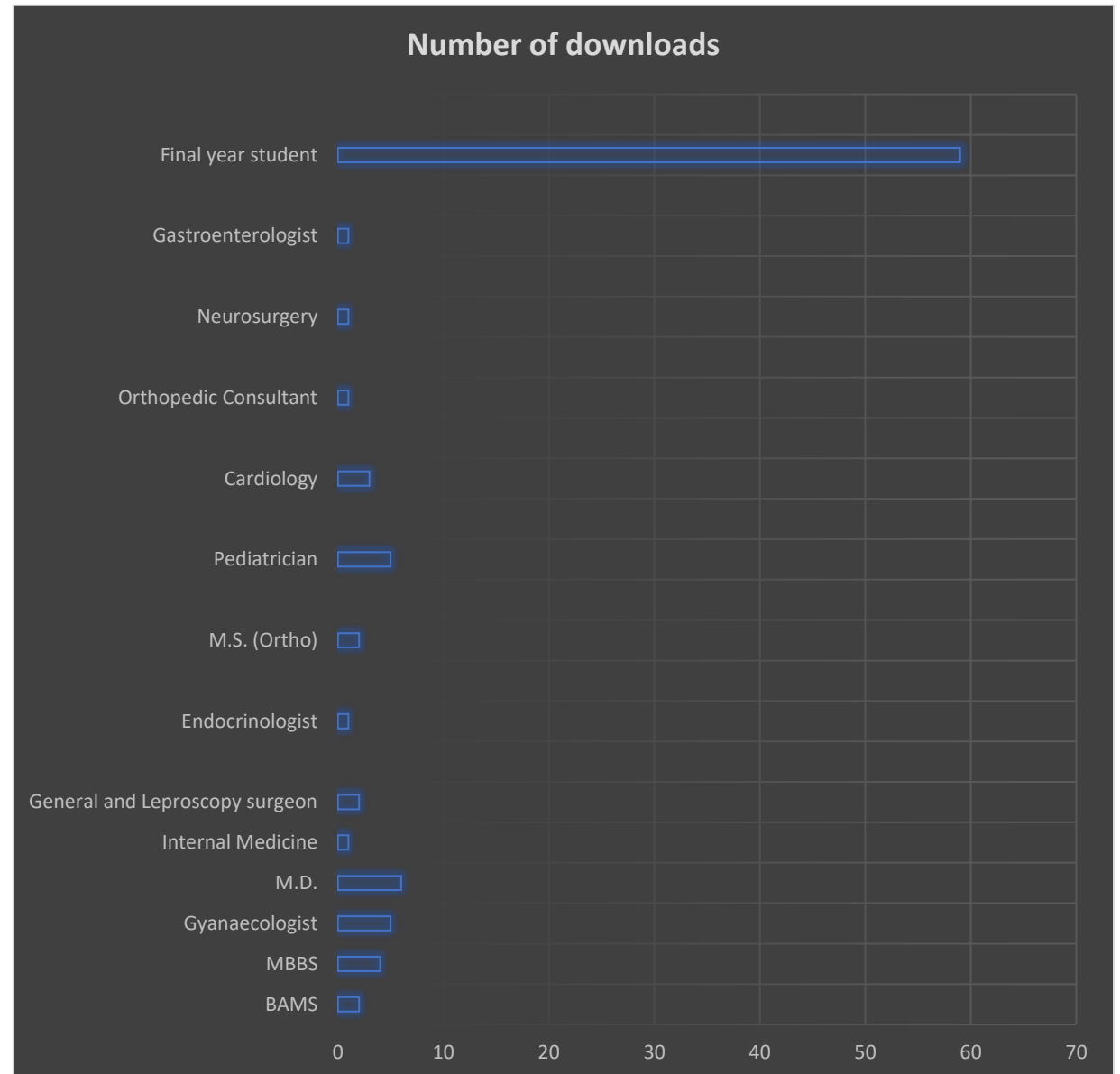
Identification of need gap analysis

Analysis of the Healthcare sector of my area.

Tackling and understanding the behaviour of Doctors

Marketing tactics

Adoption towards learning through Medisage:



CONCLUSION

BAMS and MBBS doctors were readily using the app after downloading the app and also I got their feedback.

BHMS doctors were found more interesting to adopt the Medisage

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

LIMITATION:

Reluctant to share personal information like the licence number of doctors.

Doctors resisting to give time for such kind of apps during the covid 19 pandemic.

Doctors don't want to share their phone no.s with us because they felt that they are not technofriendly.

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.

RECOMMENDATION

Ayurvedic content should be added for the BAMS holders



Privacy policy must be changed. No need of asking the licence number of the doctors.



Options for BAMS and BHMS should be provided for the selection of the qualification



Providing access to the doctors to upload their case studies with solutions for the reference of the others.

THANKYOU

