

Summer Training Internship

At

MediSage

(From 16th May 2021 to 10th July 2021)

Report on

A Global Knowledge and Collaboration Platform for Doctors and Medical Students.

By

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0240

MBA PHARMACEUTICAL MANAGEMENT

2020-22



Internship Completion Certificate

This is to certify that

Gaurav Gupta

has successfully completed his Internship at MediSage
for 8 weeks during 2021



Mr. Bhagwat Dhingra
Founder, MD

Mr. Abhishek Ghosh
Co-founder, Director

ACKNOWLEDGEMENT

The internship chance I had among **MediSage** was a great chance for knowledge and skilled development.

I am highly obliged to **Mr. Bhagwat Dhingra and Mr. Yashwant Mishra** for their direction and providing necessary information regarding the project & also for their support in finishing the project.

I like to convey my appreciation to the IIHMR UNIVERSITY & member of **MediSage** for their co-operation which helped me in finishing this project.

Appreciations set off to the associate in raising the assignment and natives who comprise eagerly aid me out with their capability. I view this opportunity as a big target in my career development.

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ABBREVIATIONS

- **HCP**- Healthcare Professional
- **OTT**- Over the top
- **IT**- Information Technology
- **CME**- Continuous Medical Education
- **KOL**- Key Opinion Leader

OBSERVATIONAL LEARNING

INTRODUCTION:

MediSage is an E-Learning on demand OTT global knowledge platform, which is established or Founded in 2019 by **Bhagwat Dhingra** and **Abhishek Ghosh**, It is Mumbai-based healthtech startup.

VISION:

The vision of the company is to keep doctors side by side through newest medical information; universal greatest performance and case learning facilitate doctors to improve patient outcomes through right diagnosis and quality treatment.

MODE OF DATA COLLECTION:

The data is collected by the official website of MediSage and the data sources would contain secondary data gathered from different resources and data base of the company. On the other hand keeping in mind that the terms of agreement with the company, the principles of honesty, privacy and confidentiality of the doctors as well as the clients were kept safe.

GENERAL FINDINGS ON LEARNING

Medisage is an on-demand OTT global knowledge platform of selected medical information on track to become the world's biggest HCP network. Its goal is to build a lively community where renowned subject experts can help HCPs all around the world up skill and update their knowledge through an audio-video series of materials and CME courses.

Medisage is working together with Global institution of higher education, Medical relations, Subject Matter specialist and Medical bodies toward development and verify content for the use of HCPs across various specialties and Founded by industry expert.

The content will be delivered through numerous platforms such as Web, Mobile or available to watch at the convenience of their homes on Smart TVs.

This internship was a practical experience. I have gained new understanding, proficiency and met many new people and I have achieved several learning goals like sales and marketing. I got insight into professionals practice on field by meeting the doctors.

In the organization, I was placed as a business development intern in which I have to promote an application or to introduce the application to the doctors.

LIMITATIONS:

It was complicated to obtain related information and ability in that particular area, because physical contact was limited during covid19.

The doctors were very busy dealing and managing the covid situation, so according to this I was facing some challenges to do so.

The some of the data which were provided by the MediSage is out dated; we have to arrange that to make a contact to the doctors.

SUGGESTIONS:

The marketing of the product by doing some local search marketing, mobile optimization website for human search engines, by speaking on social media, build a better social strategy.

KOL endorsement is a luminous marketing method and a certain way to attract more fame at and exposure. 'KOL' stands for **key opinion leader** which is alike to 'influencer'.

PROJECT REPORT

INTRODUCTION:

Sales are related to all going on activity that faces to the selling of goods and services. And marketing is the process of getting people involved in the goods and services being sold.

RATIONAL AND OBJECTIVE

The internship started from 17th May, 2021. During the internship I had gathered the primary data and commune with doctors on a regular basis.

The purpose was to give the information of the company's application and encourage interest in the brand's ideas, as well as the service provided by Medisage. I worked the (Physical & Digital) method of engagement to achieve these objectives.

The objectives of the program are to create a range of insights by using the MediSage physical and digital technologies or identifying and mapping healthcare professionals in region to their educational and up skilling needs. Creating the diverse insights and leveraging physical & digital tools available with Medisage.

MODE OF DATA COLLECTION:

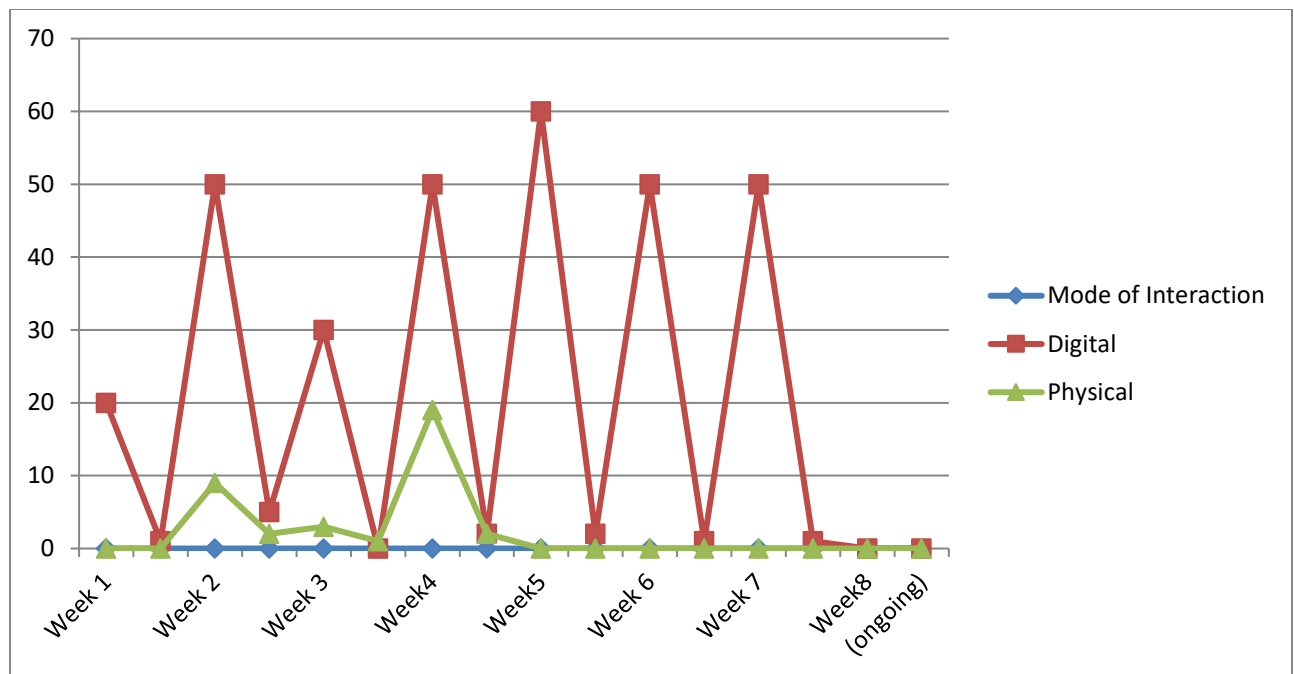
Primary Healthcare Professional Mapping of 800 Doctors and medical students were done. Two ways for the data collection were implemented like in-person meet and digital interaction. In the pandemic, physical meet up was limited, so there was a greater emphasis on the use of digital data collection by interacting the doctors and students digitally.

Digital data collection was based on digital forms, which were fulfilled on devices such as laptops and Mobile phones. These forms were created using Google form survey tool. Apart from this telecom services were also made to get in personal touch.

The data of 800 medical students were uploaded on the given sheets which were provided by the sources which were helpful to organization for further interaction with them.

DATA COMPILATION

	Mode of Interaction	Digital	Physical
Week 1	Contacted	20	0
	Converted	1	0
Week 2	Contacted	50	9
	Converted	5	2
Week 3	Contacted	30	3
	Converted	0	1
Week4	Contacted	50	19
	Converted	2	2
Week5	Contacted	60	-
	Converted	2	-
Week 6	Contacted	50	-
	Converted	1	-
Week 7	Contacted	50	-
	Converted	1	-
Week8 (ongoing)	Contacted	-	-
	Converted	-	-



ANALYSIS & INTERPRETATION:

Analysis by doing the work for weeks the work is basically dependable on the responses which I have received, so the two way working mode digitally and physically, I noticed that most important is "Digital mode" group had a good response in the first week the medical students shows interest and downloaded the application but from the doctors side the responses aren't quite well. The physical interaction isn't possible due to covid the digital platform is much more active, so the most awareness I have spread by doing the digital interaction with the doctors on phone calls as well as social media or by doing personal messages.

RECOMMENDATIONS:

According to me, I think that depending on the digital marketing may not be the only platform for the product's current marketable development. The product's reach, physical interaction is necessary. The brand is rarely known in the market, there is some brand recognition is required for the product, internet marketing may help to enhance the rate.

CONCLUSION:

The Internship curriculum is helpful for the reason that I got further understanding on the authentic functioning atmosphere, through connecting this internship; I made connections with doctors or medical students. The most important thing was it improved my communications skill, my marketable and sales abilities. Also I have made the networks with the doctors and the medical students and the other RMP. The most effective technique of engaging with doctors is through physical contact, the biggest success of our sales campaign was an increase in product brand recognition to the doctors and medical students. It taught me how to consult and handle the HCP's. I also learnt to not give up in the face of rejections and the responses by the HCP's. In my previous knowledge I just knew the theory of the marketing I got the practical knowledge about the marketing and sales and real work, So, I learnt by doing it practically. Yet however by the first time in working, and moreover all the anxiety belongings, I experience resembling and I actually take pleasure in it.

Daily Report Time Schedule

S 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	Field work, contacted 3 doctors.
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	Field work, contacted 6 doctors.
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.
16	May 27, 2021, Thursday	Contacted doctors on call and noted their response.
17	May 28, 2021, Friday	Field work contacted 3 doctors.
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	- Interaction with Zydus Cadila Vice President, Pramod Kumar Rajput on career prospects in Pharma Industry. - Field work, contacted 10 doctors.
21	June 1, 2021, Tuesday	Field work, contacted 4 doctors.
22	June 2, 2021, Wednesday	Contacted doctors on call and noted their response.
23	June 3, 2021, Thursday	Field work, contacted 5 doctors.
24	June 4, 2021, Friday	Contacted doctors on call and noted their response.
25	June 5, 2021, Saturday	Field work, contacted 10 doctors.
26	June 6, 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 7, 2021, Monday	Contacted doctors on call and noted their response.
28	June 8, 2021, Tuesday	Contacted doctors on call and noted their response.
29	June 9, 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	Attended the master interaction and 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 27 2021 Sunday	Not attended the meeting due to some personal reasons.
48	June 28 2021 Monday	Contacted doctors on call and noted their response.
49	June 29 2021 Tuesday	Contacted doctors on call and noted their response.
50	June 30 2021 Wednesday	Contacted doctors on call and noted their response.
51	July 1 2021 Thursday	Contacted doctors on call and noted their response.
52	July 2 2021 Friday	Contacted doctors on call and noted their response.
53	July 3 2021 Saturday	Contacted doctors on call and noted their response.
54	July 4 2021 Sunday	Contacted doctors on call and noted their response.
55	July 5 2021 Monday	Contacted doctors on call and noted their response.
56	July 6 2021 Tuesday	Contacted doctors on call and noted their response.
57	July 7 2021 Wednesday	Contacted doctors on call and noted their response.
58	July 8 2021 Thursday	Contacted doctors on call and noted their response.
59	July 9 2021 Friday	Contacted doctors on call and noted their response.
60	July 10 2021 Saturday	Contacted doctors on call and noted their response.

REFERENCES:

- <https://mymedisage.com/home>