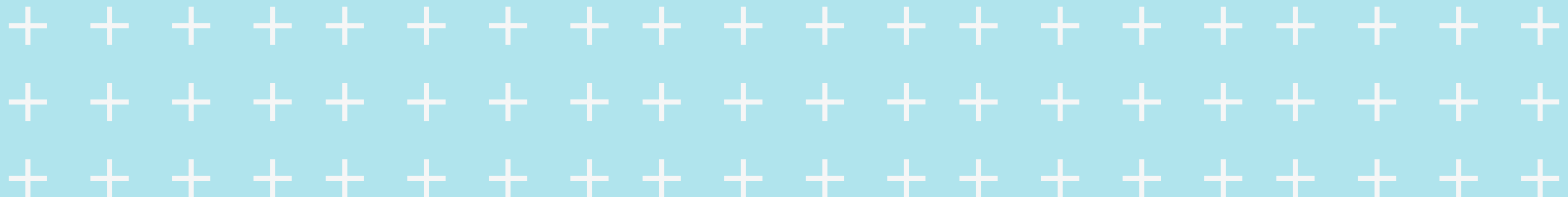


SUMMER INTERNSHIP REPORT

BY - GARIMA KANGO

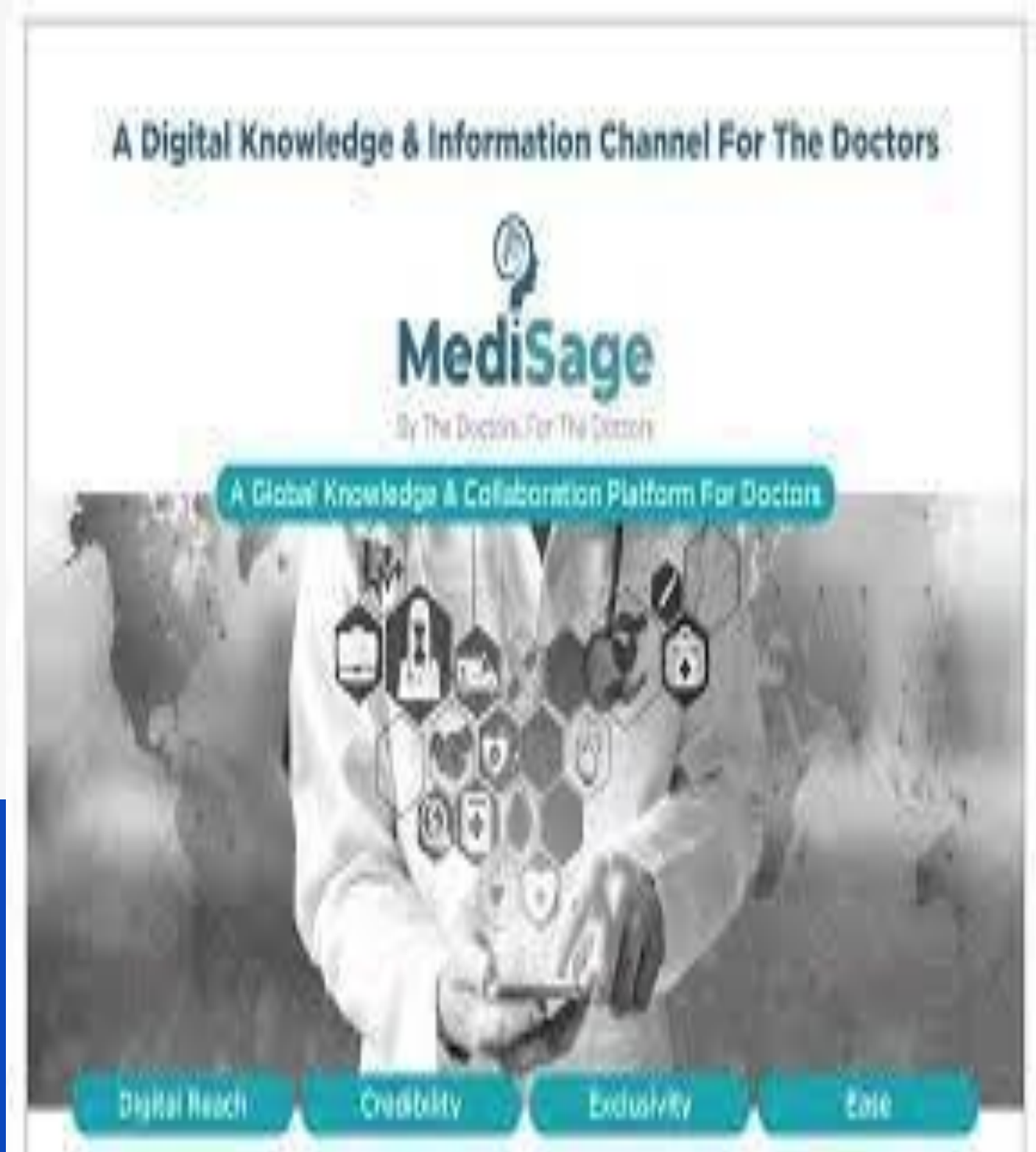
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ABOUT

- Medisage was founded in 2019, by Founder Bhagwat Dhingra & Abhishek Ghosh.
- Medisage is an on-demand OTT global knowledge platform of selected medical information on track to become the world's biggest HCP network.

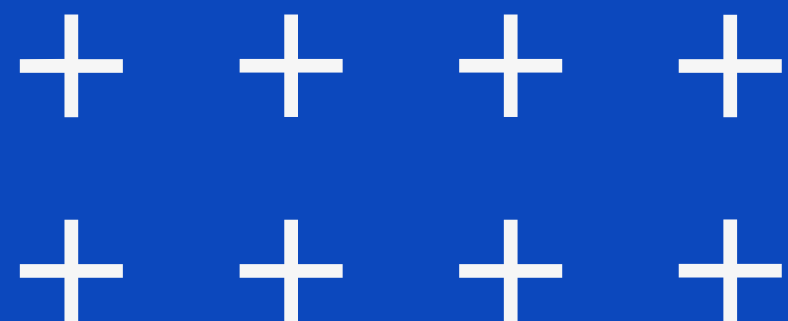


In the organization I was placed to work as Business development intern to create awareness and promote the download of the application.

INTRODUCTION

Sales And Marketing:

Sales and marketing are two company operations that have an influence on lead creation and revenue production. All actions that lead to the sale of products and services are referred to as sales. And marketing is the process of generating interest in the goods and services for sale.



MediSage
By The Doctors, For The Doctors

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OBJECTIVES



OBJECTIVE 1

Identifying and mapping healthcare professionals in region to their educational and upskilling needs.



OBJECTIVE 2

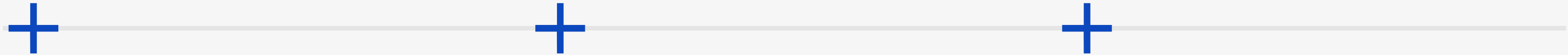
Generating diverse insights leveraging physical and digital tools available with Medisage



OBJECTIVE 3

Performing need-gap analysis for healthcare professionals and recommending relevant courses and interventions.

ACTIVITIES



ACTIVITY 1

HCP MAPPING

ACTIVITY 2

TELL CALLING
DOCTORS

ACTIVITY 3

SALES AND
MARKETING

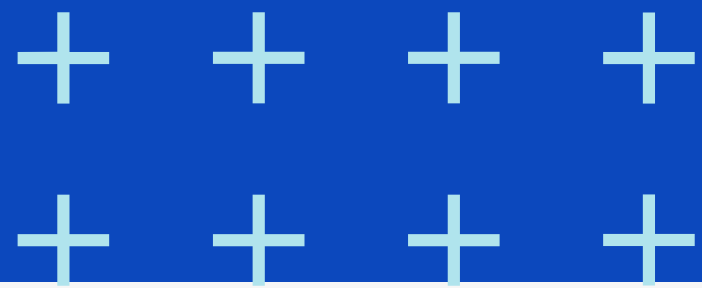
CHALLENGES

+ Online survey has not been able to provide concrete facts or figures.

+ Some of the data provided by the organization was outdated which included the contact information.

+ Customer attitude was a major limitation as the doctors were very busy dealing and managing the current pandemic situation.

+ Physical interaction was limited during covid19, it was difficult to obtain relevant information and competence in that specific area.



DATA COLLECTION

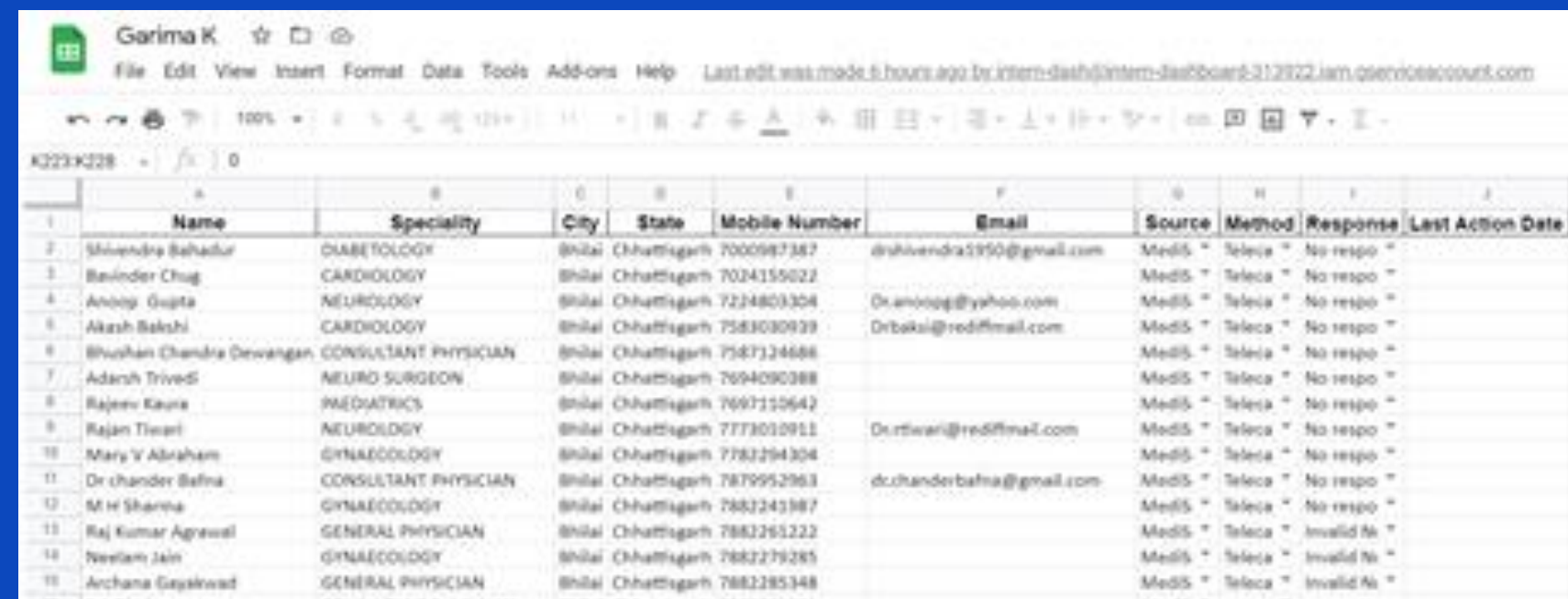
Method of collecting various data.

- + Two methods for data collection were adopted namely In-Person Interaction And digital interaction
- + Digital data collection was based on digital forms, that are computerized copies of paper-based forms
- + Phone calls were also made to get a personal touch

HCP MAPPING

DETAILS OF 770 DOCTORS WERE COLLECTED FROM VARIOUS SOURCES LIKE -

- HOSPITALS
- MEDICAL COLLEGES
- PERSONAL NETWORK
- SOCIAL MEDIA

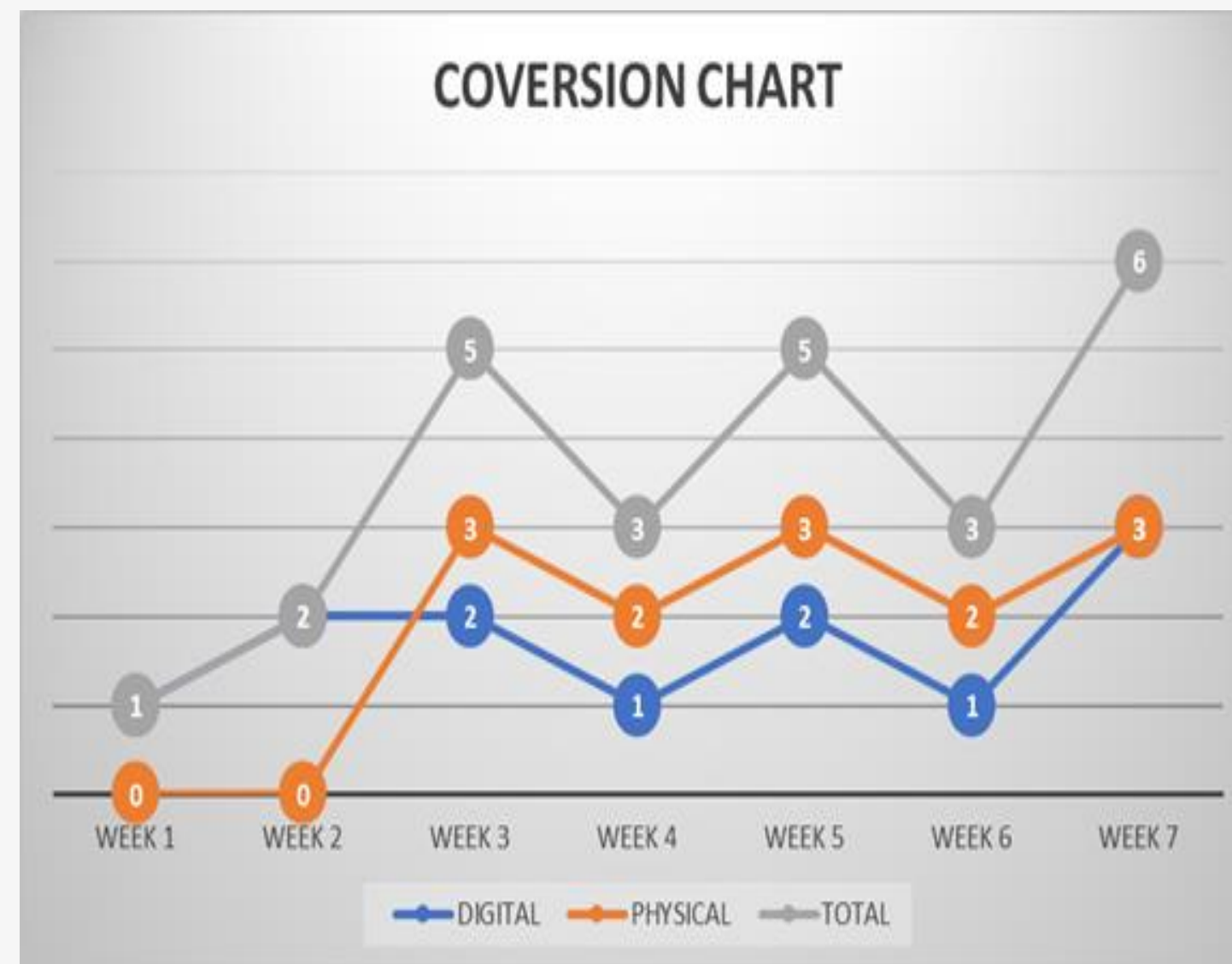


	A	B	C	D	E	F	G	H	I	J
1	Name	Speciality	City	State	Mobile Number	Email	Source	Method	Response	Last Action Date
2	Shivendra Bahadur	DIABETOLOGY	Bhilai	Chhattisgarh	7000987387	shivendra3950@gmail.com	MedIS	Teleca	No respo	
3	Bindar Chug	CARDIOLOGY	Bhilai	Chhattisgarh	7024155022		MedIS	Teleca	No respo	
4	Anoop Gupta	NEUROLOGY	Bhilai	Chhattisgarh	7224803304	Oxanoop@yahoo.com	MedIS	Teleca	No respo	
5	Akash Bakshi	CARDIOLOGY	Bhilai	Chhattisgarh	7583030939	Drbakal@rediffmail.com	MedIS	Teleca	No respo	
6	Bhushan Chandra Dewangan	CONSULTANT PHYSICIAN	Bhilai	Chhattisgarh	7587124688		MedIS	Teleca	No respo	
7	Adarsh Trivedi	NEURO SURGEON	Bhilai	Chhattisgarh	7694090388		MedIS	Teleca	No respo	
8	Rajesh Kaur	PAEDIATRICS	Bhilai	Chhattisgarh	7697115642		MedIS	Teleca	No respo	
9	Rajan Tiwari	NEUROLOGY	Bhilai	Chhattisgarh	7773010911	Durtiwari@rediffmail.com	MedIS	Teleca	No respo	
10	Mary V Abraham	GYNACCOLOGY	Bhilai	Chhattisgarh	7782294304		MedIS	Teleca	No respo	
11	Dr chander Bafna	CONSULTANT PHYSICIAN	Bhilai	Chhattisgarh	7879952963	dc.chanderbafna@gmail.com	MedIS	Teleca	No respo	
12	M H Sharma	GYNACCOLOGY	Bhilai	Chhattisgarh	7882241387		MedIS	Teleca	No respo	
13	Raj Kumar Agrawal	GENERAL PHYSICIAN	Bhilai	Chhattisgarh	7882261222		MedIS	Teleca	Invalid N	
14	Neelam Jain	GYNACCOLOGY	Bhilai	Chhattisgarh	7882279285		MedIS	Teleca	Invalid N	
15	Archana Gayakwad	GENERAL PHYSICIAN	Bhilai	Chhattisgarh	7882285348		MedIS	Teleca	Invalid N	

DATA COMPILATION

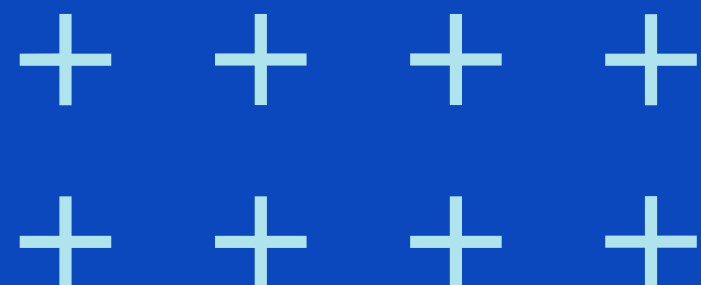
	Mode of Interaction	Digital	Physical
Week 1	Contacted	25	
	Converted	1	
Week 2	Contacted	38	
	Converted	2	
Week 3	Contacted	28	
	Converted	2	
Week 4	Contacted	35	
	Converted	1	
Week 5	Contacted	28	
	Converted	2	
Week 6	Contacted	27	
	Converted	1	
Week 7	Contacted	22	
	Converted	4	
Week 8(ongoing)	Contacted	-	
	Converted	-	

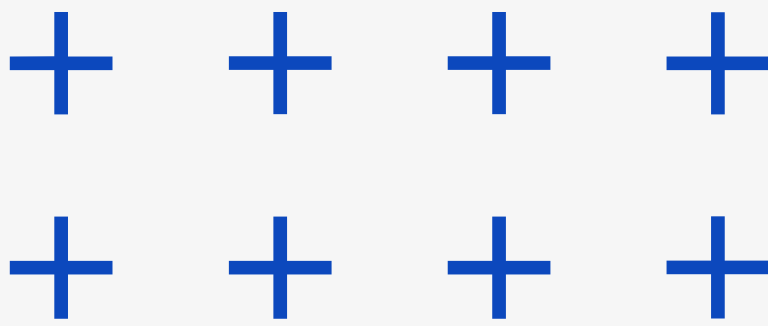
ANALYSIS & INTERPRETATION



Category	Downloads	Response
Doctor	08	Neutral
Medical Student	18	Good
Total	26	

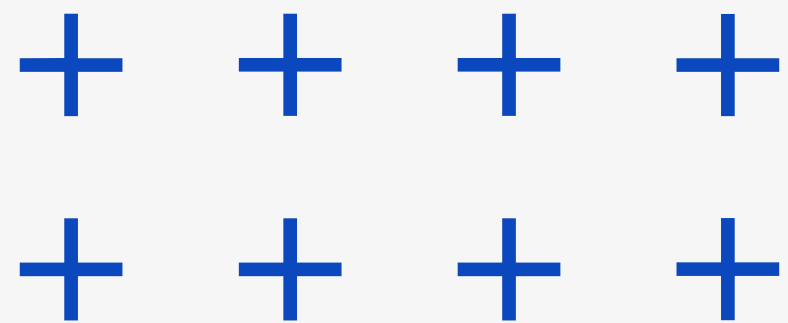
- Significant difference between the two ways of engagement, most notably the "Digital mode" group had a lower contact-to-conversion ratio and received fewer responses.
- There were a few calls each day in the "physical mode" owing to the Covid19 epidemic.
- A combination of digital and physical networking played a significant part in attempting to obtain more targeted impressions and downloads from clients
- Medical Students found the application very useful as compared to the doctors and had better conversion ratios





RECOMMENDATIONS

- Broaden the product's reach, face-to-face engagement is necessary. Once there is some brand recognition of the product, internet marketing may assist enhance the growth rate
- If the client chooses to Download the app, I propose for changing/adding new material, growing the pipeline of courses, and working on display network advertising to try to obtain a higher conversion rate and keep it.
- Enhancing and working on a proper strategy - Maintaining a client record digitally
- Product specifications mining
- Suggestion of a good experience based on the needs of the clientele.



CONCLUSION

- There were a range of impressions of the Medisage application, its content, and doctors' attitudes about Continuing Medical Education.
- Most of the results were gained through digital engagement.
- The most effective technique of engaging with doctors is through physical contact.
- This is hardly astonishing given that it has been the single "traditional technique" used since time immemorial.
- Although we did not convert many leads, I feel the biggest success of our sales campaign was an increase in product brand recognition



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Short **Mediflix** Videos



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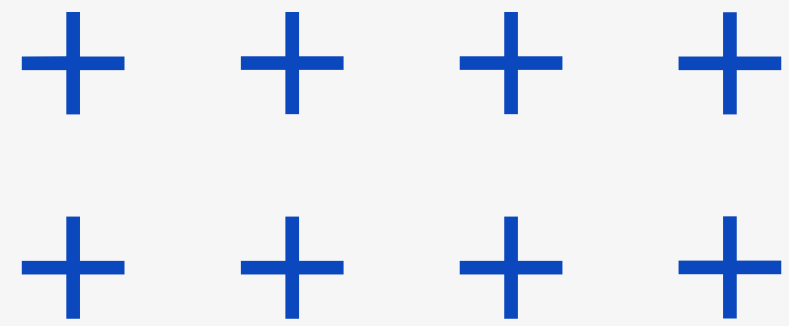


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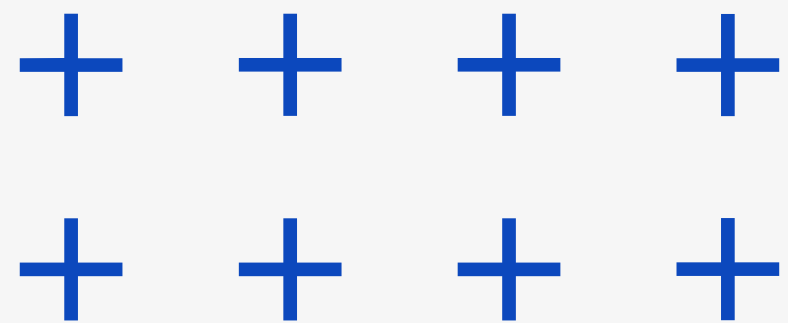
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REFERENCES

- <https://blog.hubspot.com>
- <https://mymedisage.com>



THANK YOU

A graphic consisting of two parallel, wavy blue lines that start on the left, curve downwards and to the right, and then curve back up and to the right, ending in a small loop. The lines are a vibrant blue color.