

Summer Training
at
Medisage, Mumbai

May 17 to July 17, 2021

A Report
by
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0239

MBA Pharmaceutical Management
2020-2022



Internship Completion Certificate

This is to certify that

Garima Kango

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



Mr. Bhagwat Dhingra
Founder, MD



Mr. Abhishek Ghosh
Co-founder, Director

ACKNOWLEDGEMENT

Summer internship was a period of my studies in which I was supposed to improve my communication skills and learn how to work toward business development. It gave me tremendous pleasure and happiness to deliver this report. I would want to use this time to thank everyone who helped me with my training.

To begin, I would want to express my gratitude to THE IIMMR University for allowing me to finish my project in Medisage, Mumbai. I am grateful to my mentor, Yashwant Mishra, for his guidance, talks, and critical evaluation of the project.

Working with Medisage was a fantastic experience for me. I am grateful to Bhagwat Dhingra, my organization's mentor, for sharing his experience and knowledge with me.

I would want to thank everyone who assisted me, directly or indirectly, in finishing the project.

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ABBREVIATIONS

- ☐ OTT- Over the top
- ☐ HCP- Healthcare Professional
- ☐ CME- Continuous Medical Education
- ☐ IT- Information Technology
- ☐ App- Application

OBSERVATIONAL LEARNING

Introduction:

Medisage was founded in 2019, by Founder Bhagwat Dhingra & Abhishek Ghosh, who instituted it with the vision.

To help healthcare professionals upskill themselves and stay abreast with the latest medical knowledge, global best practices, and clinical case studies.'

MISSION:

" 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."

Mode of Data collection

I have collected the information about the organization by visiting their website and took an overview from the heads and learned the working of the organization.

General findings or 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 upskill and update their knowledge through an audio-video

series of materials and CME courses.

- MediSage works with global universities, medical associations, subject matter experts, and medical organizations to create, curate, and certify material for usage by HCPs in a variety of specialties.
- During my internship, the organization offered me with an excellent learning experience, as well as practical exposure and knowledge on Sales and Marketing.
- In the organization I was placed to work as Business development intern to create awareness and promote the download of the application.

FUNCTIONAL DEPARTMENTS

1. HUMAN RESOURCE
2. ENGINEERING
3. MARKETING
4. FINANCE
5. INFORMATION TECHNOLOGY
6. SECURITY

LIMITATIONS :

- Online survey has not been able to provide concrete facts or figures as majority of doctors showed disinterest.
- 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.
- Because physical interaction was limited during covid19, it was difficult to obtain relevant information and competence in that specific area.

SUGGESTIONS:

- 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.

PROJECT REPORT

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.

Rational

- My internship began on May 17, 2021. Throughout the internship, I collected primary data and communicated with doctors on a regular basis.
- My objective was to raise awareness of the company's application and stimulate interest in the brand's ideas and concepts, as well as the services provided by Medisage. I employed the Phygital (Physical & Digital) method of engagement to achieve these objectives.
- Because I expected the most relevant leads to come from the "Social Networking" Groups , the engagement was split 80 percent digital and 20 percent physical.

Objectives –

- Creating various insights by utilising Medisage's physical and digital technologies.
- Identifying and mapping healthcare professionals in region to their educational and

upskilling needs.

- Generating diverse insights leveraging physical and digital tools available with Medisage.
- Performing need-gap analysis for healthcare professionals and recommending relevant courses and interventions.

Section - 2: Mode of data collection

Mode of Data Collection:

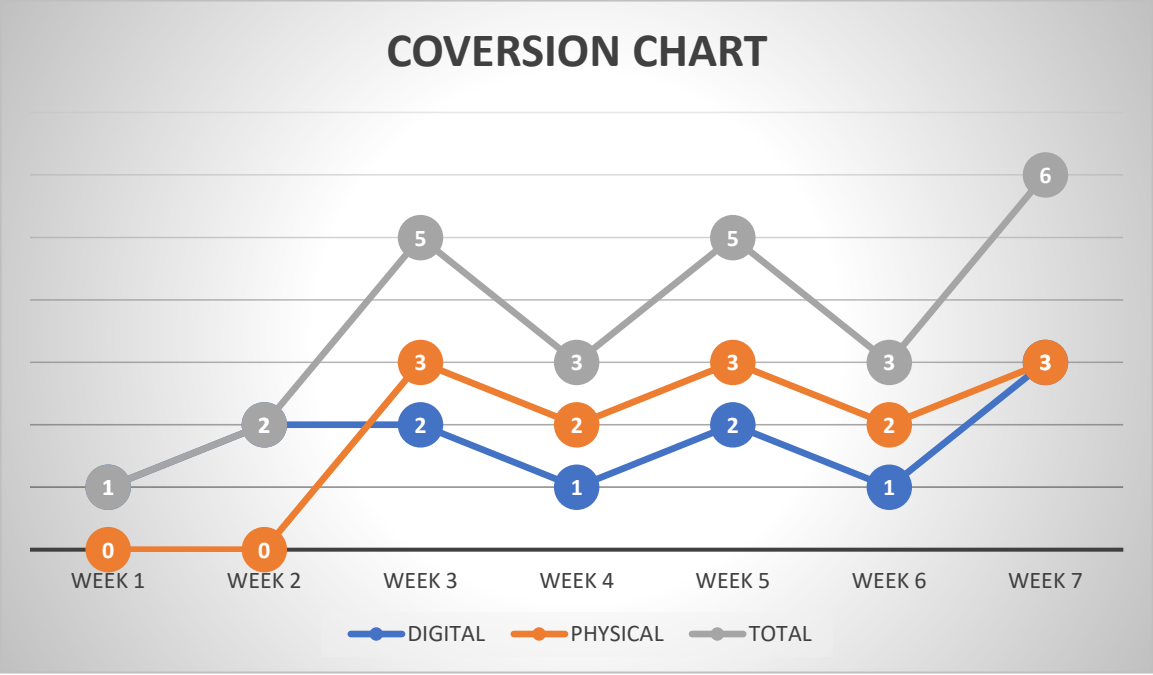
- Primary Healthcare Professional Mapping of 760 Doctors and medical students was done.
- Two methods for data collection were adopted namely In-Person Interaction And digital interaction.
- Due to pandemic physical interaction was limited, so there was a greater emphasis on the use of digital data collection.
- Digital data collection was based on digital forms, that are computerized copies of paper-based forms which were completed on handheld devices such as laptops and Mobile phones.
- These forms were created using google form survey tool.
- Apart from this Phone calls were also made to get a personal touch

DATA COMPILATION:

	Mode of Interaction	Digital	Physical
Week 1	Contacted	25	0
	Converted	1	0
Week 2	Contacted	38	0
	Converted	2	0
Week 3	Contacted	28	5
	Converted	2	3
Week4	Contacted	35	2
	Converted	1	2
Week5	Contacted	28	3
	Converted	2	3
Week 6	Contacted	27	2
	Converted	1	2
Week 7	Contacted	22	3
	Converted	4	4
Week 8(ongoing)	Contacted	-	-
	Converted	-	-

ANALYSIS & INTERPRETATION:

- After two weeks of work, I noticed a 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.
- Meanwhile, there were a few calls each day in the "physical mode" owing to the Covid19 epidemic, although it outperformed the latter, but most of my data still came from the Digital networking and interaction.
- Therefore, a combination of digital and physical networking played a significant part in attempting to obtain more targeted impressions and downloads from clients, but I did not observe a significant rise after the second week.



Category wise ANALYSIS:

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

- Medical Students found the application very useful as compared to the doctors and had better conversion ratios.

RECOMMENDATIONS:

- Based on this experience, I believe that relying solely on digital marketing may not be the best answer for the product's current commercial development.
- I feel that to 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.

CONCLUSION:

- Because of the internship, 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. Surprisingly, medical students, or future doctors, are more comfortable with technology.
- Although we did not convert many leads, I feel the biggest success of our sales campaign was an increase in product brand recognition.
- The internship provided me with the chance to learn about and enhance my commercial and sales abilities.
- I also gained confidence in interacting with clients, such as doctors, by speaking with them on a regular basis.
- It also taught me how to negotiate and handle clients.
- It honed my communication skills and taught me to work smarter rather harder.
- I learnt not to give up in the face of rejection.
- Learned that striking the appropriate balance between persuading and aiding is important.
- The position required me to step outside of my comfort zone.

REFERENCES

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