

Summer Internship Report

By,

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Internship organization

Name: MEDISAGE

From: 10th May 2021 to 10th July 2021

Mode: Online

Region: Bangalore



Organization Profile

- Medisage is an on-demand OTT global knowledge platform of curated medical content, poised to become the largest Healthcare Professional (HCP)
- Medisage is collaborating with Global Universities, Medical Associations, Subject Matter Experts & Medical bodies to develop, curate and certify content for the use of HCPs across various specialties.
- Founded by industry veterans, Mr. Bhagwat Dhingra and Mr. Abhishek Ghosh
- A Dynamic and Innovative Start-up based at Mumbai.

Vision and Objectives of the Company

Vision-

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.

Objective

- Global Network of Healthcare Professionals
- Credible Information
- Update & Upgrade

Objectives of the Internship

- Identifying & Mapping Healthcare professionals in a region to their educational & upskilling needs.
- Generating diverse insights leveraging physical & digital tools available with Medisage.
- Performing need-gap analysis for healthcare professionals & recommending and
- Understanding the dynamics for digital marketing by the pharma company.

Areas of Work



Pharmaceutical
Marketing



Competitive Intelligence



Digital Marketing



Content Marketing

Mode of Data Collection



QUESTIONNAIRES



TELEPHONE INTERVIEWS



GOOGLE FORMS



**PERSONAL VISITS FOR
KOLS AND DEANS OF
MEDICAL INSTITUTIONS**

Questionnaire

Target Audience Healthcare Professionals

- Dr Name
- Dr Mobile Number
- Dr Email
- Dr Residing City
- Dr Speciality
- Number of patient per day
- Percentage of new patients
- Disease data
- Modes by which the Dr updates his knowledge
- Preferred format of Staying up-to-date Digitally

Note- Due to Privacy and Confidentiality the data or the responses are not included here, however key finding from the data are discussed in the coming slides.

Key Findings

- Medical Conferences
- Medical Journals
- Webinars/ CME
- By discussing with peers, friends, and colleagues
- WhatsApp groups discussions
- By using search engines like google
- By registering themselves to the digital learning platforms
- By receiving updates from medical Associations
- By interacting with few MR

Key Activities Performed

- Geo Mapping of the territory
- Collection Doctor wise data and Creating a database
- Generating diverse insights leveraging physical & digital tools available with Medisage
- Performing need-gap analysis for healthcare professionals & recommending
- Fixing appointment
- E detailing to the Doctor
- Filling the google forms
- Feedbacks
- Follow ups

Key Observation

- Employees are very cooperative to each other
- Employees are always ready to do what they are asked to do
- All staff are positive to the interns, and they are ready to teach us about the operation of the organization.
- Data compilation is as important as detailing

Key Skills Adopted



E DETAILING



SCIENTIFIC
COMMUNICATION



TIME
MANAGEMENT



DIGITAL
MARKETING

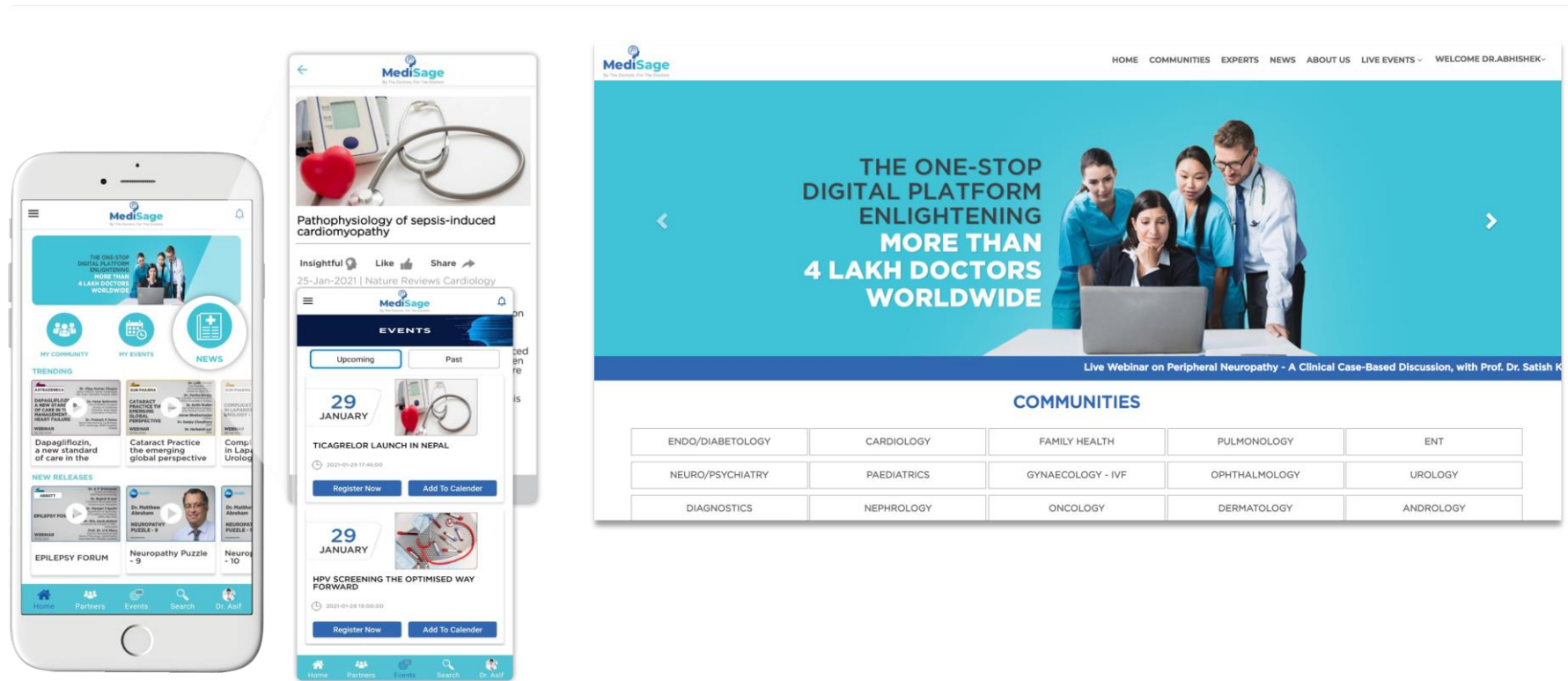


KOL
ENGAGEMENT



ACCLIMATIZATION

Medisage mobile Application and Webpage Interface





Thank You

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