

Summer Training

at

MEDISAGE

From 10th May 2021 to 10th July 2021

A Report

by

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MBA- Pharmaceutical Management

2020-22

July 2021.

Acknowledgement

I would like to thank team **Medisage** and its Founders **Mr. Bhagwat Dhingra and Mr. Abhishek Ghosh** for providing an opportunity for as a Business Development Intern at their organization, wherein I learnt all about the Importance and Impact of active Doctor Engagement.

I would also thank my Industry Mentor **Mr. Yashwanth Mishra** for always being there for me to teach and guide me upskill myself in Business Development and help me overcome all my challenges and become one of the best.

I hereby like to thank **Dr. Saurabh Banerjee** (Dean School of Pharmaceutical Management, IIHMR University) and **Dr. Sandeep Narula** (Assistant Dean, School of Pharmaceutical Management, IIHMR University) for their valuable support from the start of the internship to the very end.

I am also thankful to my Mentor **Dr. Ashok Peepliwal** (Associate Professor, School of Pharmaceutical Management, IIHMR University) for his support and guidance all the time.

I am always thankful to **IIHMR University** for having Internship as part of our curriculum which enabled to get hand on training and gave me a chance to industry experts and Live projects which will be helpful for me in my career ahead.

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MBA-PM (2020-22)

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Table of Contents

Abbreviations.....	3
Section 1 Introduction.....	4
Section 2: Mode of Data Collection:.....	5
Section 3: General Findings.....	5
Section 4: Conclusive Learning.....	3
Annexure 1: Medisage Logo.....	8
Annexure 2: Medisage iCard.....	8
Annexure 3: Daily Report.....	8

Abbreviations

MR	Medical Representative
CME	Continuing Medical Education
RTM	Round Table Meeting
KOL	Key Opinion Leader

Observational Learning

Section 1 Introduction

Medisage: The Idea

Medisage started with a concept that was seeded 40 years back when Bhagwat Dhingra, working as an MR, realized the continuous need to update & upskill doctors as he worked his way through the narrow lanes of Saharanpur, UP. The idea fructified post his stint as the CEO of Unichem Labs when he met Abhishek while working with him as an advisor on his erstwhile start-up. Abhishek who had successfully built a multi-crore Pharma service business latched on to the idea & Co-founded Medisage in November 2019. Medisage is built with the Vision of reaching the last mile doctor of this Country digitally & upskill them.

Medisage: Building India's fastest Growing Doctor Platform

Medisage has built a reach of 4 Lakh doctors with an aspiration to bring in 1 Million doctors to transform & digitize the entire healthcare fraternity. Medisage has quickly scaled to achieve the spot of "One of the fastest growing doctor platform", "Netflix for doctors" quoted through multiple articles in the likes of India today, Business world Bio spectrum among many. Medisage is a Free platform for doctors to access latest information in Video/text formats across 15 Key specialties.

Medisage: The Future of Healthcare

The pandemic has caused a tectonic shift in the USD 200 Bn Indian Healthcare Industry as predicted by BCG & McKinsey. Medisage is a leading frontrunner in shaping this new age healthcare space by enabling HCP updating & upskilling of HCPs as a frontrunner in shaping this space through its digital knowledge platform. Multiple Pharmaceutical & Healthcare Companies are leveraging Medi Sage's capabilities to build their digital transformation plan for HCPs.

Medisage aims to be the largest Healthcare platform in the World.

- Doctors from more than 120 Countries visit the platform on a regular basis.

- Medisage partners with Worlds top Medical Association, Experts & Universities to deliver state of the Art Video Content, Live CME's & AI driven Journal articles.
- Medisage has over 500 Global Subject Experts on its panel.
- Medisage is in the process of recruiting in Southeast Asia, Africa, Middle East & LATAM & expanding its team in these regions.

Objective of the Project

- ❖ 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.

Section 2: Mode of Data Collection:

It was done by using.

- Questionnaires
- Telephone Interviews
- Google Forms

The questionnaire used for data collection comprised of 12 different questions. The first section of questionnaire was focused on sociodemographic data such as name, email Id, phone number of doctors along with city and speciality of doctors. The second section aimed to investigate the number of patients for a doctor, percentage of new patients and type of disease the doctor expertise in. The third section was the area of importance this study which was designed to know how a specific doctor update themselves in the between their busy schedules.

Section 3: General Findings

- It was found that doctors amid their busy schedule active look forward to upskilling themselves in different ways few among them are:

- 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

It was found that doctors are inclined towards updating themselves via digital modes such as

- Short Videos
- Live Webinars/CMEs
- Interacting with opinion leaders or Subject experts
- Follow updates from their college professors, regional KOL, Associations,
- Online Medical Journals
- Case Discussion on compiled patient cases
- Short courses etc.

It was also found that amid the given pandemic and the unavailability of the physical meets like Seminars, CME, RTMs etc there is immense scope for digitization and how a pharma company could make the best use of this as a digital marketing strategy to develop a rapport and increase their brand presence in the particular therapy area by becoming an active sponsor for various number of events that are being conducted almost every day on the Medisage app.

Section 4: Conclusive Learning

As a business development intern at Medisage I got to work in the live projects with real world scenarios where I was able to understand the dynamics if the Digitalization and its impact on the Business and under the guideline of the industry experts, I was able to relate my academic subject knowledge to the real-world challenges and implement strategies that would directly and indirectly help us in the final goal of Business Development.

Annexure 1: Medisage Logo



Annexure 2: Medisage iCard



Annexure 3: Daily Report

SI No.	Date	Activity Performed
1.	10 th May 2021	Listed out the expectations and Outcomes of the Internship.

2.	11 th May 2021	Geo Medical Survey and Analysis of the assigned Region- Bangalore.
3.	12 th May 2021	Attended meeting for Introduction and Screening with board members of Medisage.
4.	13 th -15 th May 2021	HCO Allocation and listing out the doctors contact and email id, Geographical Territory Mapping
5.	16 th May 2021	Induction and Project briefing, Detailing, Training and Planning.
6.	17 th to 22 nd May 2021	Contacted doctors over the call and noted their response, Feedback, Appointments, and their interest towards the platform.
7.	23 rd May 2021	Weekend Review Meeting with Board Members and Industry Mentors.
8.	24 th to 29 th May 2021	Contacted doctors over the call and noted their response, Feedback, Appointments, and their interest towards the platform.
9.	30 th May 2021	Weekend Review Meeting with Board Members and Industry Mentors.
10.	31 st May to 5 th June	Contacted doctors over the call and noted their response, Feedback, Appointments, and their interest towards the platform.
11.	6 th June 2021	Weekend Review Meeting with Board Members and Industry Mentors.
12.	7 th to 12 th June 2021	Contacted doctors over the call and noted their response, Feedback, Appointments, and their interest towards the platform.
13.	13 th June 2021 2021	Weekend Review Meeting with Board Members and Industry Mentors.
14.	14 th to 19 th June 2021	Contacted doctors over the call and noted their response, Feedback, Appointments, and their interest towards the platform.
15.	20 th June 2021	Weekend Review Meeting with Board Members and Industry Mentors.
16.	21 st to 26 th June 2021	Contacted doctors over the call and noted their response, Feedback, Appointments, and their interest towards the platform.
17.	27 th June 2021	Weekend Review Meeting with Board Members and Industry Mentors.
18.	28 th June to 3 rd July 2021	Contacted doctors over the call and noted their response, Feedback, Appointments, and their interest towards the platform.

19.	4 th July 2021	Weekend Review Meeting with Board Members and Industry Mentors.
20.	5 th to 9 th July 2021	Contacted doctors over the call and noted their response, Feedback, Appointments, and their interest towards the platform.
21.	10 th July 2021	Tentative End Date of the Summer Internship.
