



Summer Training Report Presentation

July 2021

Anjali Pandey

*Create a range of insights,
identifying and mapping healthcare professionals
in region to their
educational and
up skilling needs*

Under The Guidance Of

Industry Mentor:

***Mr. Bhagwat Dhingra,
Mr Yashwant Mishra***

Faculty Mentor:

Dr. Sandeep Narula

Associate Professor

IIHMR University, Jaipur





MediSage is an on-demand OTT global knowledge platform of curated medical content, poised to become the largest Healthcare Professional (HCP) network in the World. Our intent is to create a vibrant community where leading subject experts can assist HCPs across the world to upskill and upgrade their knowledge through Audio-Video series of contents & CME courses.

About The Company

Name

MediSage

Started

2019

Founders

Mr Bhagwat Dhingra (Founder & MD)
& Mr. Abhishek Ghosh(Co-Founder &
Director)



Vision

Keep doctors side by side
through newest medical
information,

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

**A VIBRANT COMMUNITY
WHERE LEADING SUBJECT EXPERTS CAN
ASSIST HCPs ACROSS THE WORLD**



Sections of the app:

Home, Partners, Events, Search and Personal profile.

PARTNERS

SUN PHARMA

ALKEM

GLENMARK

ALCON

ASTRAZENECA

BHARAT SERUMS

RIVAARA

Procter & Gamble

MICRO LABS

METROPOLIS

MEDTRONIC

ADVY

NATCO



MediSage

By the Doctors,
For the Doctors

1. To identify the sources of knowledge gaining of the doctors.
2. To identify the need gap analysis of the doctors.
3. To make doctors more comfortable towards an online content which will serve them benefit in long run.
4. To analysis the healthcare sector of our area.



Organizational Learning:



Keep doctors side by side through newest medical information



Need Gap Analysis



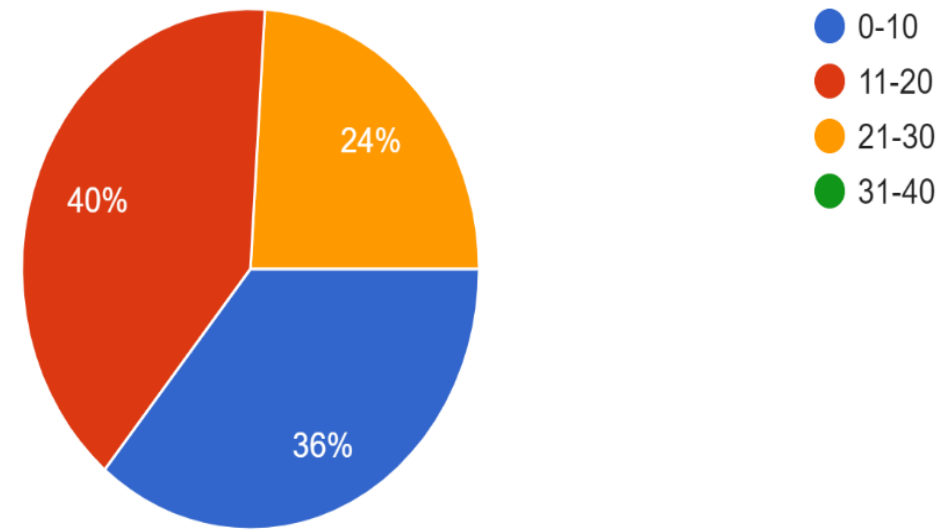
Tackling and understanding the behaviour of Doctors

Number of patients does HCPs sees per day.

Sixty-six percent of the 70 HCPs see 0-10 patients every day.

HCPs see 11-20 patients every day on average, according to 40% of them.

Every day, 24% of HCPs see between 21 and 30 patients.



HCPs keep themselves updated by means of

The majority of HCPs keep themselves up to date in a variety of methods.

24% from Medical Conferences

20% from Medical Journals

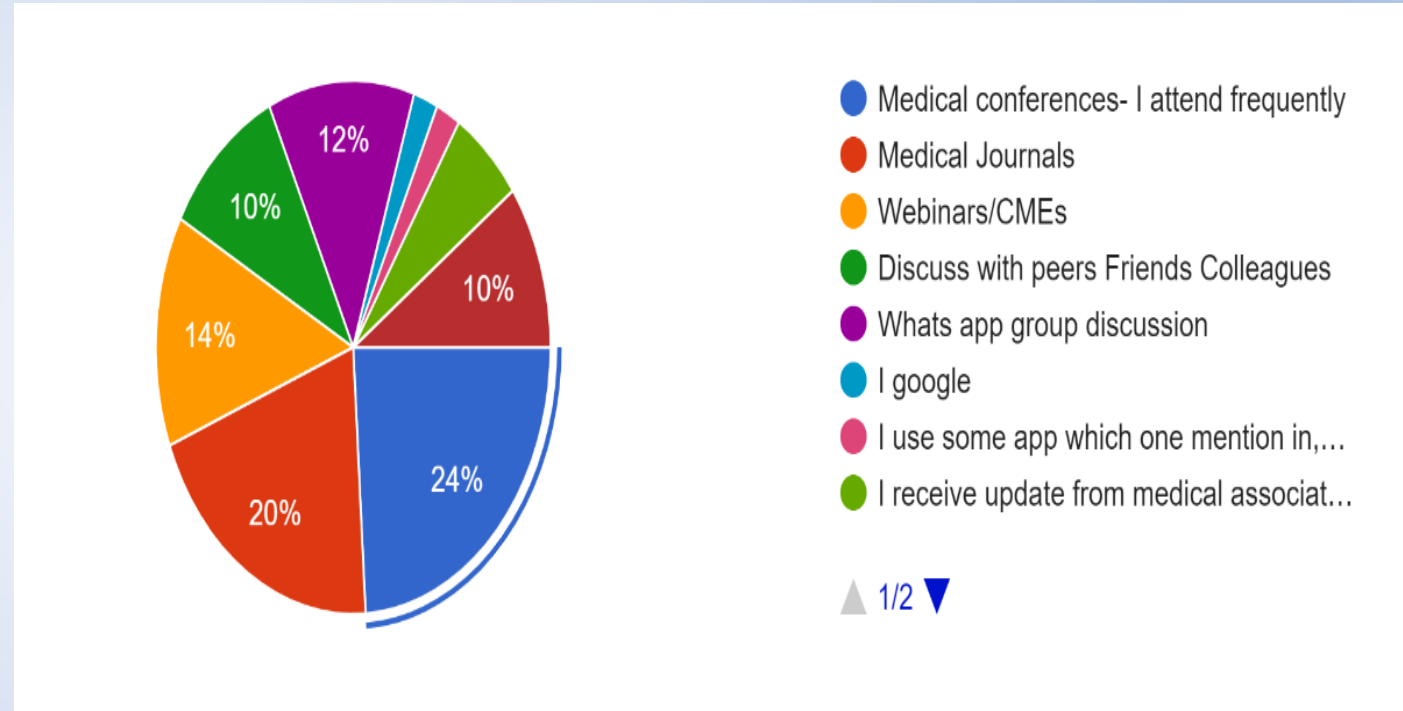
14% from Webinars/CMEs

12% from What's app Group discussion

10% from discuss with peers friends' colleagues

10% gets updated by discussing with MRs

6% gets updated by medical association



HCPs get their 2nd opinion for the differential diagnosis or complicated cases?

Most of the HCPs gets there second opinion for complicated cases to solve through

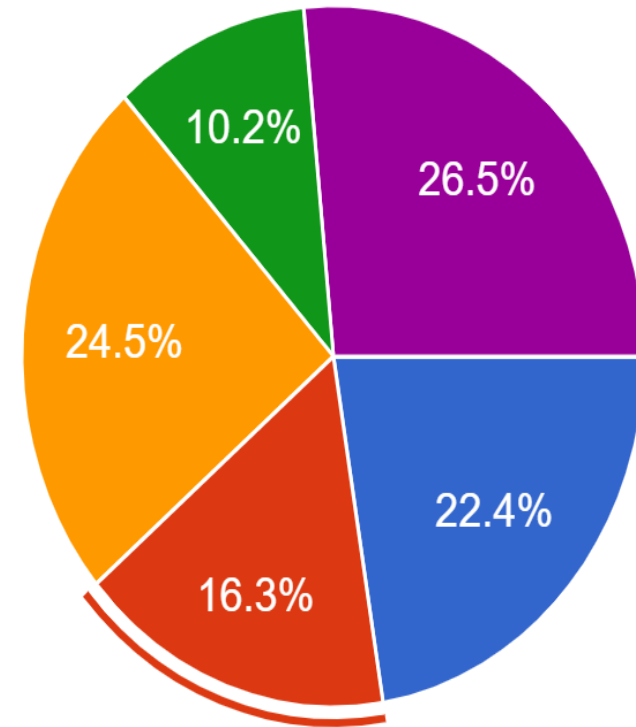
26.5% ask someone from medical association and gets cleared how to tackle the cases

24.5% gets guidance from their senior doctor

22.4% gets second opinion from friends and peers

16.3% of HCPs use their own knowledge and try to tackle the different cases and complicated cases

10.2% HCPs ask their fellow doctors to get their second opinion.



The Method HCPs Prefer to keep themselves updated digitally for new sciences

Majority of HCPs now prefer live webinars and CMEs which is totally digital now through zoom or other platforms

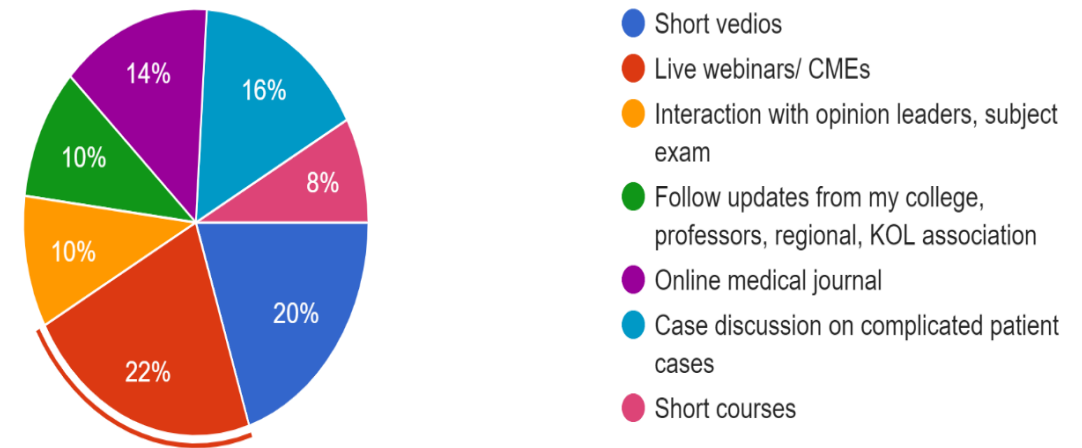
20% HCPs prefer short videos to get themselves updated for latest sciences

16% HCPs prefer Case discussion on complicated cases and case studies to keep themselves updated

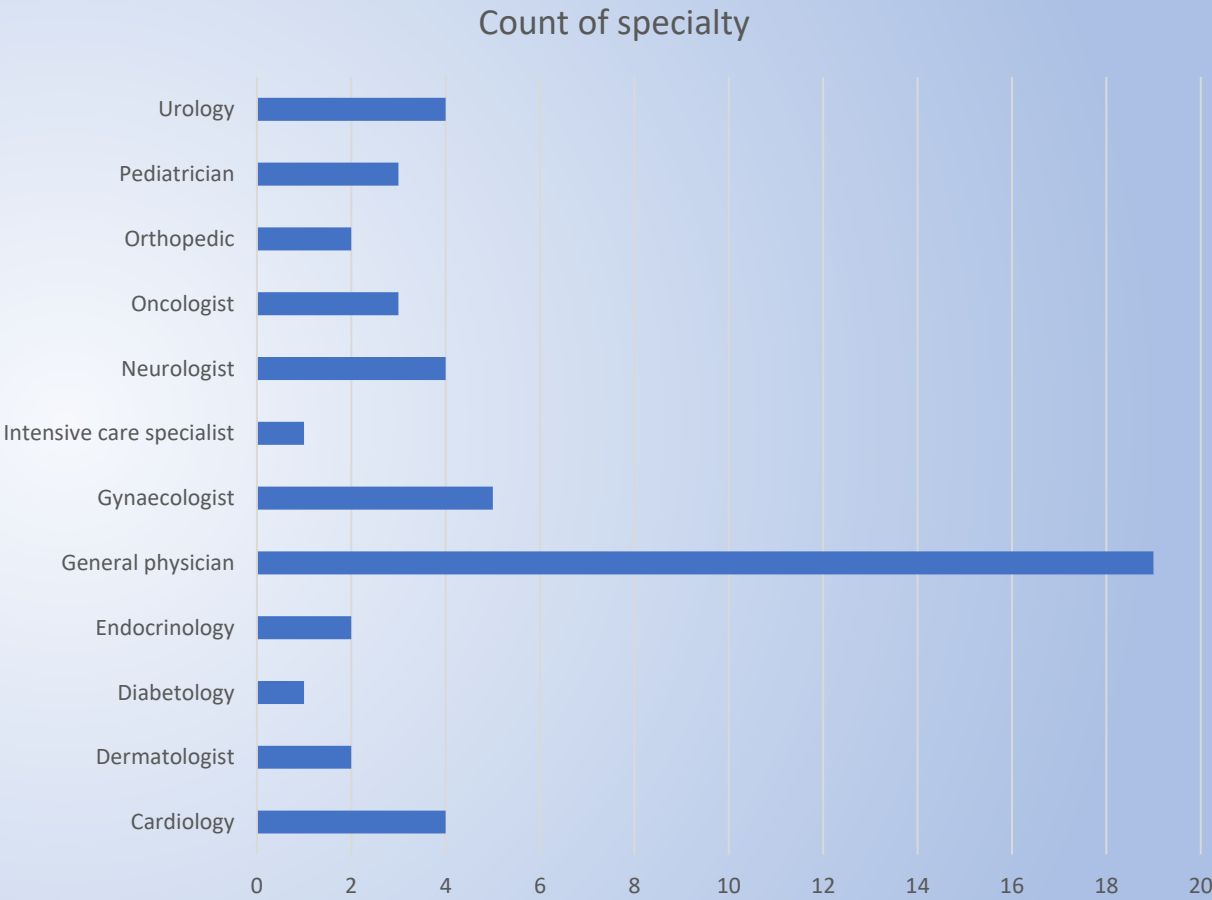
14% HCPs prefer Online Medical Journal to keep them updated

10% HCP prefer to interact with opinion leaders and subject exam and colleges, professors and regional, KOL associations

least preferred method HCPs to keep themselves updated is short courses that is 8%



specialty	Count of specialty
Cardiology	4
Dermatologist	4
Diabetology	5
Endocrinology	2
General physician	20
Gynaecologist	5
Intensive care specialist	5
Neurologist	4
Oncologist	3
Orthopedic	2
Pediatrician	6
Urology	8



Conclusion

Everything is expanding swiftly in the modern days, and aspects of medical care are producing and evolving at a rapid pace, with new illnesses and medications arising alongside new guidelines and innovation, thus the most important thing is to stay current with evolving elements.

One of the preferred methods of acquiring knowledge about the most recent patterns, advancements, and new improvements in the medical care area is to keep healthcare experts updated carefully through various stages and adapt the adjustments.

Thank you