

Summer Training Report

At

MediSage

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A Report

By

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(0227)

MBA PHARMACEUTICAL MANAGEMENT

2020-2022



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Observational learning

About the organization:

MediSage is a global knowledge platform “by the doctors for the doctors.”

MediSage is a free platform for doctors to access latest information in video/text formats across 15 key specialities.

MediSage is built with the vision of reaching the utmost doctors of this country digitally and upskill them.

MediSage is building India’s fastest growing doctors’ platform, MediSage has built a reach of 4lakh + doctors so far with the aim of bringing 1 million doctors on board to MediSage platform to transform and digitalize the healthcare system.

MediSage has quickly climbed to achieve the spot of “One of the fastest growing doctor platforms”, MediSage is quoted as “Netflix for doctors” through multiple articles in the like India today, Business world Biospectrum among many.

MediSage is a leading frontrunner in shaping this new age healthcare space by enabling HCP updation and upskilling of HCP of HCP as a frontunner in shaping this space through its digital knowledge platform.

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

MediSage partners with worlds best medical association, experts and universities to deliver state of art video content, live CME’s and all driven journal articles.

Research Question?

To know how healthcare professionals are adopting to digital platforms to update and enhance their knowledge.

Research Objectives:

1. Identified and mapped the healthcare professionals in the region
2. To perform need gap analysis for healthcare professionals
3. To reach out healthcare professionals mapped in our area and
Brief them about MediSage

Methodology

1. Sample design: Qualitative and Quantitative research
2. Sample Size: 70 Doctors
3. Data Collection Tool: Questionnaires is provided in google form
4. Data Collection Method: Primary data
5. Analysis: Data is analyzed using Microsoft excel
6. Method of Collecting data: Sharing the Questionnaires digitally and through
visiting doctors
7. Study Duration: 2 Months
8. Study Area: Lucknow

Data collection

The data was collected using a questionnaire that included nine separate questions. The first section of the question focuses on sociodemographic information such as name, gender, email address, and doctor's phone number. The second component tried to find out how many patients a doctor saw and what their specialization was. The study's final portion was aimed to find out how doctors stay up to date.

Discussion

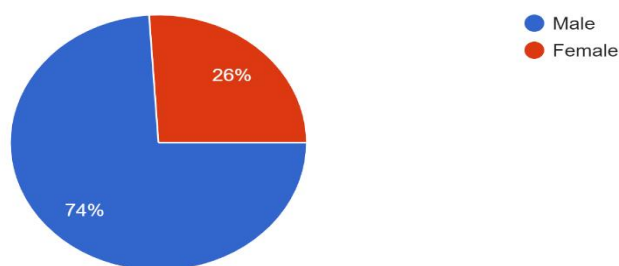
The data was gathered from 70 healthcare experts in Lucknow.

Every respondent expressed interest in knowing the amount of patients they meet on a daily basis, as well as their attitudes concerning how they are revamping and keeping up with the most recent innovations.

The obtained responses are as follows:

DEMOGRAPHIC DATA

Gender
50 responses



We obtained in a total of 70 responses form healthcare practitioners.

Male HCPs account for 74% of the 70 HCPs, whereas female HCPs account for 26%.

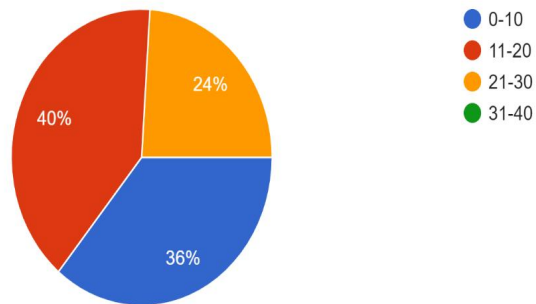
Specialty of HCP

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

How Many patients does HCPs sees per day?

how many patients do you see daily

50 responses



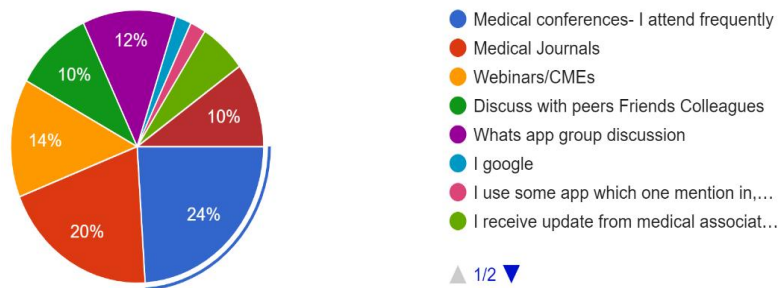
Sixty-six percent of the 70 HCPs see 0-10 patients every day.

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.

How does HCPs keep themselves updated?

How does you keep updated yourself with latest science
50 responses



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

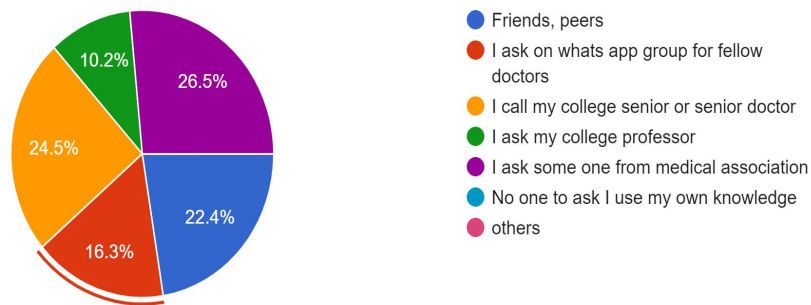
10% from discuss with peers friends' colleagues

10% gets updated by discussing with MRs

6% gets updated by medical association

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

Who do you get your second opinion from on different diagnosis or complicated cases
49 responses



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

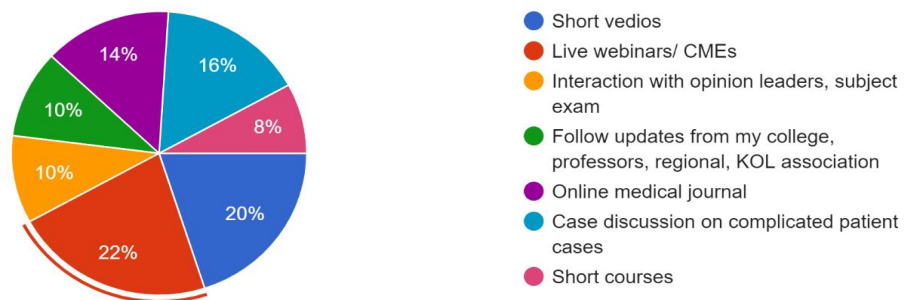
22.4% gets second opinion from friends and peers

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.

Which are the Method HCPs Prefer to keep themselves updated digitally for new sciences?

Whats your preffered format of staying Up to Date digitally
50 responses



This is the objective of the study,

This study shows which are the most preferred medium of staying updated to the latest sciences through digitally by HCPs.

Before covid the most preferred way was Live webinars and interaction with other colleagues, now post pandemic everything has shifted towards digital world.

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%

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.

Finding and learning in general

1. Identified and mapped the region's healthcare professionals.
2. Using MediSage's physical and digital tools, I was able to generate a variety of insights.
3. Conducting a need gap analysis for healthcare professionals and referring them to others
4. Download the MediSage app to stay up to date on the latest health-care trends.
5. Identified and mapped the region's healthcare professionals.

A. Time Schedule

Sl No.	Day and Date	Activity Performed
1	May 12, 2021, Wednesday	Screening and interaction with MediSage.
2	May 13, 2021, Thursday	Geographical Mapping of Hospitals, PHC, no. of doctors, Medical college in our city.
3	May 14, 2021, Friday	Geographical Mapping of Hospitals, PHC, no. of doctors, Medical college in our city.
4	May 15, 2021, Saturday	Geographical Mapping of Hospitals, PHC, no. of doctors, Medical college in our city.
5	May 16, 2021, Sunday	Induction programme of MediSage.
6	May 17, 2021, Monday	Contacted doctors on call and noted their response.
7	May 18, 2021, Tuesday	Contacted doctors on call and noted their response.
8	May 19, 2021, Wednesday	Contacted doctors on call and noted their response
9	May 20, 2021, Thursday	Contacted doctors on call and noted their response.
10	May 21, 2021, Friday	Contacted doctors on call and noted their response.
11	May 22, 2021, Saturday	Contacted doctors and added more doctors to the provided list
12	May 23, 2021, Sunday	Weekend meeting with MediSage to discuss the progress report and challenges faced by us in the work and suggestion to overcome the challenges.
13	May 24, 2021, Monday	Contacted doctors on call and noted their response.
14	May 25, 2021, Tuesday	Contacted doctors on call and noted their response.
15	May 26, 2021, Wednesday	Contacted doctors on call and noted their response.

SL No	Date and Day	Activity Performed
16	May 27, 2021, Thursday	Contacted doctors on call and noted their response.
17	May 28, 2021, Friday	Contacted doctors on call and noted their response.
18	May 29, 2021, Saturday	Contacted doctors on call and noted their response.
19	May 30, 2021, Sunday	Weekend meeting with MediSage to discuss the progress report and challenges faced by us in the work and suggestion to overcome the challenges.
20	May 31, 2021, Monday	Contacted doctors on call and noted their response. Interaction with Zydus Cadila Vice President, Pramod Kumar Rajput on career prospects in Pharma Industry
21	June 01, 2021, Tuesday	Contacted doctors on call and noted their response.
22	June 02, 2021, Wednesday	Contacted doctors on call and noted their response.
23	June 03, 2021, Thursday	Contacted doctors on call and noted their response.
24	June 04, 2021, Friday	Contacted doctors on call and noted their response.
25	June 05, 2021, Saturday	Contacted doctors on call and noted their response.
26	June 06, 2021, Sunday	Weekend meeting with MediSage to discuss the progress report and challenges faced by us in the work and suggestion to overcome the challenges.
27	June 07, 2021, Monday	Contacted doctors on call and noted their response.
28	June 08, 2021, Tuesday	Contacted doctors on call and noted their

		response.
29	June 09, 2021, Wednesday	Contacted doctors on call and noted their response.
30	June 10, 2021, Thursday	Contacted doctors on call and noted their response.
31	June 11, 2021, Friday	Contacted doctors on call and noted their response.
32	June 12, 2021, Saturday	Contacted doctors on call and noted their response.
33	June 13, 2021, Sunday	Weekend meeting with MediSage to discuss the progress report and challenges faced by us in the work and suggestion to overcome the challenges.
34	June 14, 2021, Monday	Contacted doctors on call and noted their response.
35	June 15, 2021, Tuesday	Contacted doctors on call and noted their response.
36	June 16, 2021, Wednesday	Contacted doctors on call and noted their response.
37	June 17, 2021, Thursday	Contacted doctors on call and noted their response.
38	June 18, 2021, Friday	Contacted doctors on call and noted their response.
39	June 19, 2021, Saturday	Contacted doctors on call and noted their response.
40	June 20, 2021, Sunday	Weekend meeting with MediSage to discuss the progress report and challenges faced by us in the work and suggestion to overcome the challenges.
41	June 21, 2021, Monday	Contacted doctors on call and noted their response.
42	June 22, 2021, Tuesday	Contacted doctors on call and noted their response.

43	June 23, 2021, Wednesday	Contacted doctors on call and noted their response.
44	June 24, 2021, Thursday	Contacted doctors on call and noted their response.
45	June 25, 2021, Friday	Contacted doctors on call and noted their response.
46	June 26, 2021, Saturday	Contacted doctors on call and noted their response.
47	June 28, 2021, Monday	Weekend meeting with MediSage to discuss the progress report and challenges faced by us in the work and suggestion to overcome the challenges.
48	June 29, 2021, Tuesday	Contacted doctors on call and noted their response.
49	June 30, 2021, Wednesday	Contacted doctors on call and noted their response.
50	July 1, 2021, Thursday	Contacted doctors on call and noted their response.