

Summer Training
at
Medisage e-Learning Private Limited

A REPORT

“Analyzing and creating the knowledge & upskill the healthcare profession”

Under the guidance of

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MBA in pharmaceutical management 2020-22



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Internship Completion Certificate

This is to certify that

Aniruddh Jain

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



Mr. Bhagwat Dhingra
Founder, MD

Mr. Abhishek Ghosh
Co-founder, Director

ACKNOWLEDGEMENT

“It is impossible to make a report without the assistance & encouragement of our people. This is certainly no exception”.

On the very outset of the report, I would like to present my sincere and heartfelt obligation towards all personages who helped me in this endeavour. Without their active guidance, help, cooperation & encouragement, I would not be able to headway in this SUMMER TRAINING REPORT.

I am extremely thankful and pay my gratitude to my Internship Mentor Mr. Yashwant Mishra for her valuable guidance and continuous support on the completion of this project in its presently.

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Any omission in this brief acknowledgment does not mean a lack of gratitude.

Thanking you,

Mr. Aniruddh Jain

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Company profile –

Medisage is Founded in 2019 by Bhagwat Dhingra and Abhishek Ghosh. Medisage is a Mumbai-based Health-tech start-up And It is a knowledge platform that offers curated medical content, by doctors, for doctors (healthcare professional).

It is available on the start-up's website and as an Android and iOS app. At present, the start-up provides three forms of content on its platform.

To help the medical practitioners to update their knowledge in every possible way by reaching out maximum numbers of medical professionals.

It offers short and curated videos called Mediflix made by medical experts, providing good information on relevant patient challenges to doctor. It is also enabling live interaction with national and international experts, where doctors can raise clinical queries and clarifications among their peers.

The knowledge platform also enables doctors to get access to the latest publications and peer-reviewed journals.

It is collaborating with Global universities, Medical Associations, Subject Matter Experts Doctors and Medical colleges to develop, curate and certify content for the use doctors various specialities.

One of the World's largest platform for curated medical content enabling doctors upskill and continue learning of doctors a vastly changing landscape of medicines.

Doctors around the World need to constantly update themselves with diagnosis & treatment options. MediSage uses convenient methods of Audio-visual from World-class experts, podcasts & latest news updates to create a holistic learning experience for doctors.

Medisage partner by the Sun pharma, Alkem, Glenmark, Alcon, Astrazenca, Bharat serum & vaccines ltd, Rivaara lab, Micro labs, Metropolis, Medtronic, P&G, NATCO, ADVY, etc.

Literature Review-

Health care profession systems is working to develop efficient knowledge & integrate approaches to delivering good care that the enhances value for the patients and they care for the patients.

The determine the extent existing knowledge about the healthcare professionals (HCP's) development, attitudes and skills related to patient safety. Investigated themes regarding healthcare professional /doctors (HCP's) knowledge of the patient safety was their existing knowledge level, knowledge deficits & knowledge improvement [1].

Time has gone when a Healthcare professional in whatsoever health care organization should be able to deliver a good care that satisfies for patients. The development in health care professional and a world level demand for good patient life care necessitate and a health care professional development with a good focus on patient centred approach.

Specialty designation person were reported by the healthcare professionals / doctors and according to coded to the AMA classification scheme. In Given the new subspecialties, we made every effort to make for the categories comparable time. [2]

Health care systems are working to develop efficient and integrated approaches to delivering care. They enhance the values for their patient to care.

Many of the hospitals lacked any form of training (formal) on inpatient management principles for healthcare professional and there was variability in education available for nursing staff, healthcare professional and support staff. [3]

Objective of the Study –

- a. To identify the need gap analysis of the healthcare professional.
- b. To identify the source of knowledge gaining of the healthcare professional.
- c. To map the healthcare professional in residing area of dausa district.

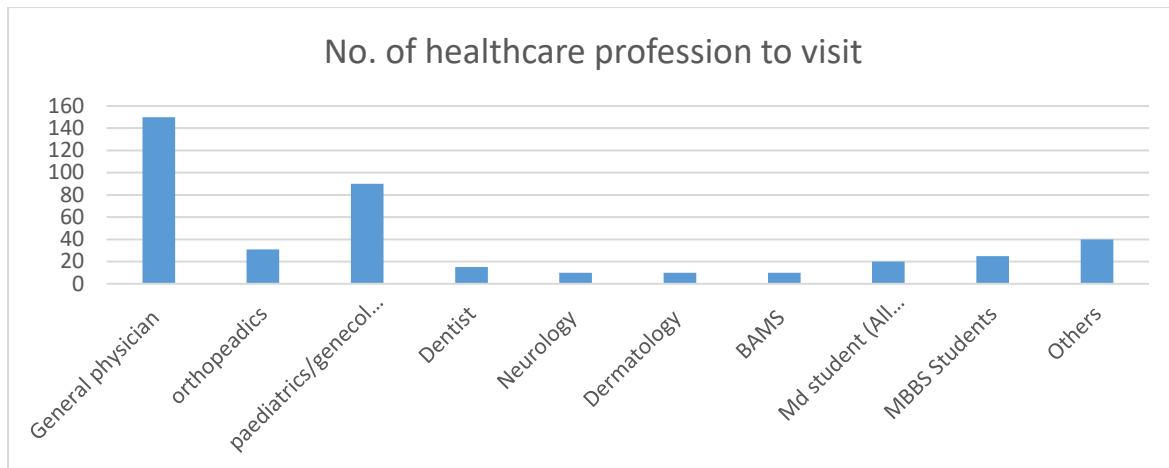
Research Methodology -

- **Sample design-** Quantitative research approaches were taken.
- **Data collection Method–** Primary data were received from the company & secondary data to take own source.
- **Duration-** 2 month
- **Data selection-** Doctor (healthcare profession)

Analysis And interpretation-

1. The number of Healthcare profession participate to visit in this project-

SPECIALITY	No. of healthcare profession to visit
General physician	150
Orthopeadics	31
Paediatrics/ genecology	90
Dentist	15
Neurology	10
Dermatology	10
BAMS	10
Md student (All Stream)	20
MBBS Students	25
Others	40
Total	401



The graph illustrates of healthcare profession who respondent to survey conducted on the training. The graph is shown doctor specialization and both type of work doing digital and physical in this Summer training.

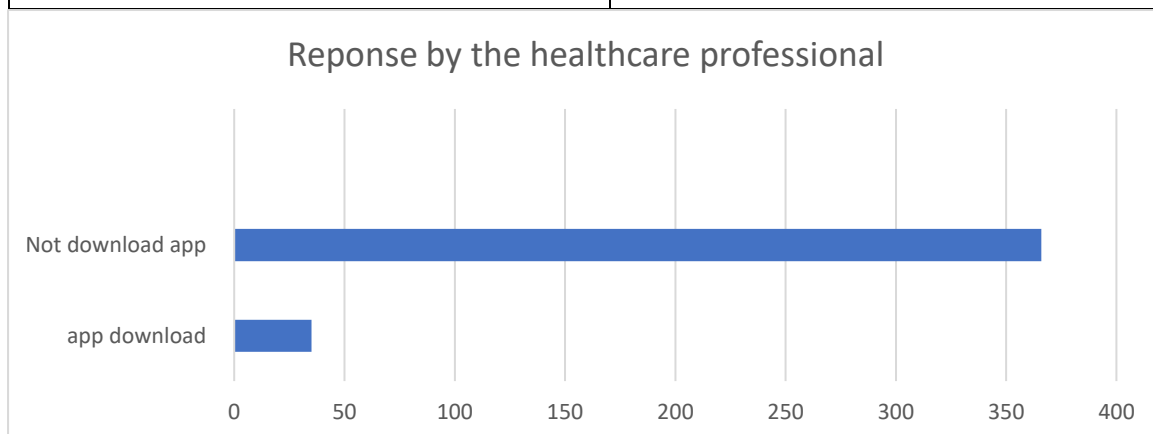
Some healthcare professional are download the company app and some are not download the app. In this data where I am reached out the 401 healthcare professional.

Company App download to healthcare Professional status-

Total number of healthcare professional to visit -401

Response by the healthcare professional-

No of healthcare professional download app	No of Not healthcare professional download app
35	366



In this graph shown the no. healthcare professional to download the company app.

General physician – 150

Download app	Not download app
10	140

Orthopaedics- 31

Download app	Not download app
2	29

Paediatrics/ genecology- 90

Download app	Not download app
5	85

Dentist – 15

Download app	Not download app
1	14

Neurology-10

Download app	Not download app
1	9

Dermatology- 10

Download app	Not download app
1	9

BAMS, MD Student, MBBS Student, OTHERS- 95

Download app	Not download app
15	80

General finding on learning-

During the covid -19 pandemic many doctor in different different specialization or healthcare to serve the nation as well as between this pandemic healthcare professionals to given the reputed time for their learning and upgradation to add to suggest the major factors of incremented or implement to have or medical representative to represent or given the presentation in the front of healthcare professional by physically and digitally.

A major difference what seen in the physically and digitally representation.

Furthermore, medical representative to learn how to talk with healthcare professional using medical terms and behaviour in the front of doctor.

Moreover, Healthcare professional will update the management and treatment the disease by this company app.

A total of 150 general physician both private and public hospital interviewed the recording of the interview were transcript verbeting and subject to thematic analysis using a framework analysis approach indepth intraction were used to gain a better understanding healthcare professional perception of medical representative visit.

This internship aims to the range of interactions between medical representative and healthcare professional, attitude and interaction MRs reason for the visits of healthcare professionals.

The findings will provide insights into possible target areas for educational will intervention in pharmaceuticals marketing.

All healthcare professional and majority of Physician to spoke to were routinely visited by MRs many healthcare professional or physicians accepted MRs visit regarding their company origin or whether they plan to prescribe the representative and some representative like me to provide the a new learning platform for updated the healthcare professional by company.

Conclusion-

All though healthcare professional and physician were aware that MRs could infusion prescribe decision and learn about new update and learning treatment prescribing decision. The healthcare professional update about the new management therapy providing by MRs for patient safety.

Limitation-

- Healthcare professional not provide the actual contact number for contacting and given the update by call and digitallized viva whatsapp, etc.
- Many problem were facing to arrange the meeting with doctor not problem taking the time.
- Many health care professional were thing about that “what should we needed”

References

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