

**Summer Training at
Docplexus Online Service Pvt. Ltd.**

Project on Engagement and Retention on Digital Media Platform

**By
Rahul Goyal**

**Under the guidance of
Dr. Saurabh Kumar**

**MBA Pharmaceutical Management
2017-2019**

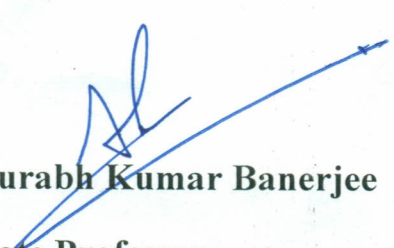
The logo of IIHMR University, featuring the letters 'IIHMR' in a large, bold, serif font, with 'UNIVERSITY' in a smaller, sans-serif font to its right. The letters are white and set against a dark purple rectangular background.
School of Pharmaceutical Management
The IIHMR University, Jaipur
2018

CERTIFICATE

This is to certify that **Rahul Goyal** has undergone summer training in **Docplexus** online service pvt.ltd from April 16th 2018 to June 7th 2018.

The candidate himself completed the project assigned to him during summer training. His approach to the project was sincere and proactive. This summer training is in partial fulfillment of the course requirement recommended for the award of MBA in Pharmaceutical Management.

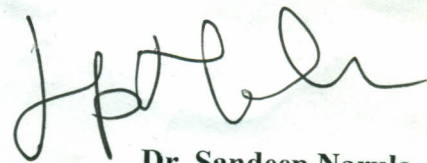
I wish him success in all his future endeavors.



Dr. Saurabh Kumar Banerjee

Associate Professor

IIHMR University Jaipur



Dr. Sandeep Narula

Dean-in-charge

School pharmaceutical management

IIHMR University, Jaipur

Monday, 6th August 2018

To Whomsoever It May Concern

This is to certify that Rahul Goyal has successfully completed his internship with Docplexus Online Services Pvt. Ltd. from 2nd April to 2nd June 2018 under the guidance of Vinayak Sathe, Project Manager.

As 'Data Analysis Intern' in the Data team, Rahul has completed his project with utmost sincerity. His performance during the tenure was satisfactory.

We wish him all the best for his future endeavors.

For Docplexus Online Services Pvt. Ltd.


Kushlesh Singh

Associate Manager – HR & Admin



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ACKNOWLEDGEMENT

I am obliged to thank to Mr. Vinayak Sathe (Project Head and Organizational Mentor) for proving me this opportunity to carry out my study as internship and for his continuous support and motivation.

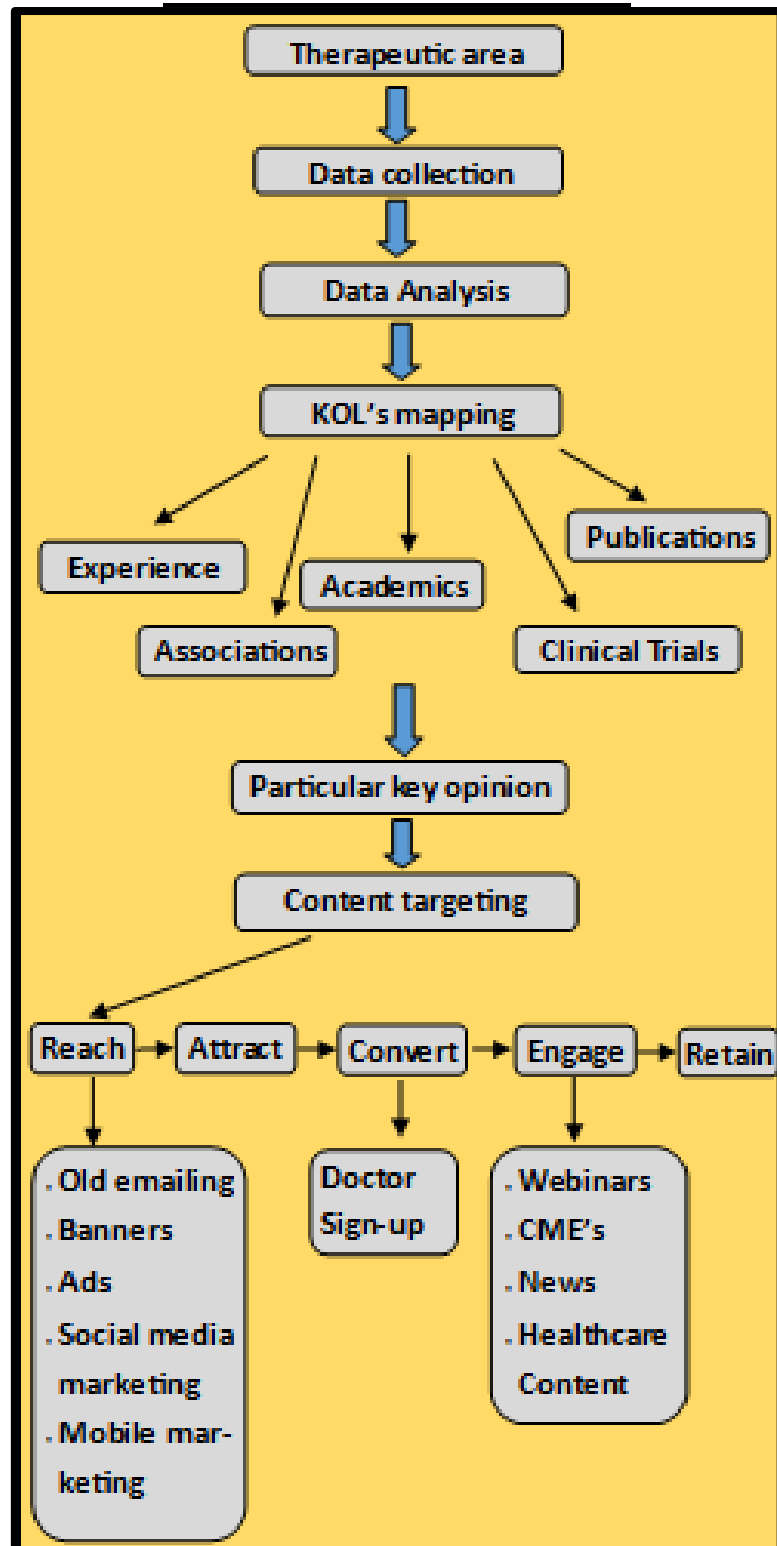
I wish to express my special gratitude to Mr. Phanish Chandra(Organization CEO & Owner) for giving me the opportunity to be the part of his self-made organization. His step by step instructions helped me a lot in doing a fruitful study. He has continuous source of new and innovative idea and a different kind of professionalism and work style. I am thankful to him for his faith on me that boosted my confidence level.

My heartfelt thanks to Dr. Saurabh Kumar` (University Guide) for always being path locator when I got struck at any point. Without him I would not have been able to complete my Internship.

ABSTRACT

The main objective of the study was the engagement and retention of doctors on the social media. A secondary study was done in which the doctors data was gathered on the format of Docplexus and the area was Nephrology and Rheumatology. After that, a primary survey was conducted in the area of Jaipur. The analysis was done by taking variables like academics, clinical trials, social presence, associations, experience, time spend on social media and publications. After that, different variables were correlated and the findings which came out were different for different variables. The study concluded that, the KOL's having high score had low social media presence whereas the doctors with low score, had high social media presence and also the social media which have the maximum presence of doctors. And at the end strategies were made to target the doctors who are not present on the social media.

HOW DOCPLEXUS WORK



DIGITAL MEDIA

“Digital media is digitized content that can be transmitted over the internet or computer networks”. It includes text audio video and graphics. This means that news from a TV network, newspaper, magazine etc. “That is presented on a Web site or blog can fall into this category”. Most digital media are based on translating analog data into digital data. “The Internet began to grow when text was put onto the Internet instead of stored on papers as it was previously”. “Soon after text was put onto computers images followed, then came audio and video onto the Internet”. “Digital media has come a long way in the few short years to become as we know it today and it continues to grow”.

Engagement and retention ways on social media platform.

1) Use social media as an engagement tool and not simply a platform

You’re closer to reaching your personal peak, if only you can change your mind set about social media.

Listen up: social media networks, such as Facebook and LinkedIn are not merely platforms for connecting with people.

Yes, these social platforms are primarily for that, but you should use them as tools, if you want better results.

2) Engage customers with In-Product messaging

When it comes to product messaging (i.e., notifying your customers about your new product), there are several keychannels that you can use.

KEY CHANNELS

- In-Product Messaging
- Email
- Mobile
- Social Media
- Customer Care/Support

Elements of Digital Marketing

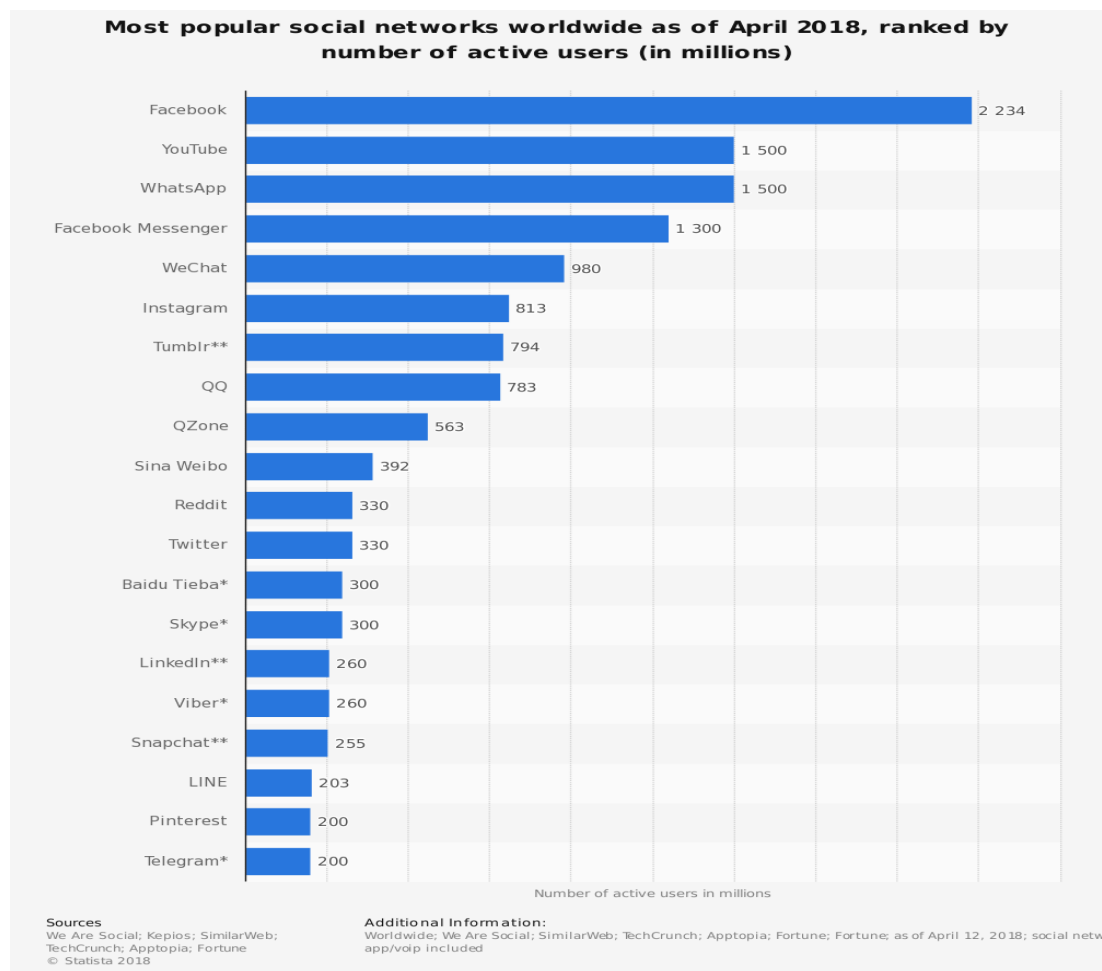
- ✓ Websites and SEO content
- ✓ Blogs
- ✓ Internet banner ads
- ✓ Online video content
- ✓ Pay-per-click (PPC) advertising
- ✓ Email marketing
- ✓ Social media marketing (Facebook, Twitter, LinkedIn, etc.)
- ✓ Mobile marketing (SMS, MMS, etc.)

DIGITAL MARKETING TRENDS THAT BOOST ROI OF E-BUSINESSES

1. “Influencer Marketing”
2. “Content Marketing”
3. “App Store Optimization”
4. “Big Data Personalization”
5. “In-store Marketing”
6. “Social Media Marketing”
7. “Live Video Streaming”
8. “Site Optimization as per the Wearable Technology”
9. “Consumer Engagement Strategy”

Why social media is the best tool to reach out doctors

- Social media is the best tool to reach the doctors, because the data shows that the Facebook is the most popular social networking site.
- If any company wants to make doctors aware about its content, they can do it by social media.
- The company can also engage doctors on the same platform, by providing the content of their interest through google analytics.
- Google Analytics will track the preference of the doctor and will show the preferred content.



RESEARCH QUESTION:

To formulate the strategy for engagement and retention of doctors on the Docplexus platform.

OBJECTIVES:

1. To study the online behaviour of doctors on social media platform.
2. To analyse the data of doctors according to the format of Docplexus.
3. To create the strategy for engagement and retention of doctors on the Docplexus platform.

RESEARCH METHODOLOGY:

- **Type of study** - Descriptive Study
- **Study population** -Rheumatologists and Nephrologists
- **Duration** - 2 months
- **Type of data** - Quantitative & Qualitative
- **Tool** - Questionnaire
- **Sample Size** -
(A) 63 doctors-To study online behavior of doctors on social media platform.
(B) 100 doctors- To analyze the data of doctors according to the format of Docplexus.
- **Sampling Techniques** -Non Probabilistic Purposive Sampling

Findings of the study

(Finding No. 1)

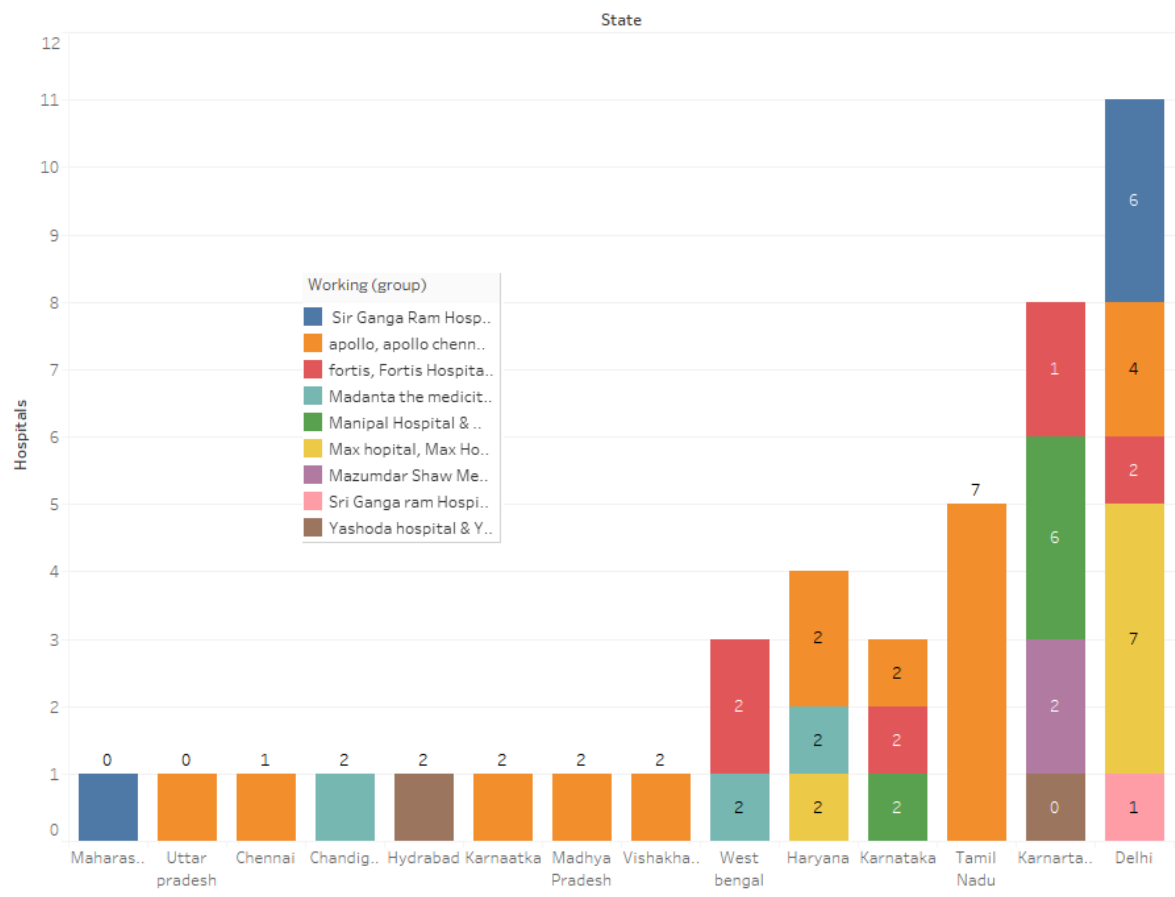
The graph of finding 1 is based on the secondary data.

- It correlates three variables of KOL's hospitals, state and social media presence.
- The study finds that, the highest no. of Apollo hospitals doctors are present on social media.

Apart from this, the doctors of Tamil Nadu are highest on social media.

- If Docplexus wants to target hospitals, then they can take Apollo on the priority.
- State wise, Delhi's doctors are highest on the social media platform.
- Fortis comes in the second position.
- A very less no. of government hospital doctors are there on social media platform.

Presence of Hospitals In Social Media

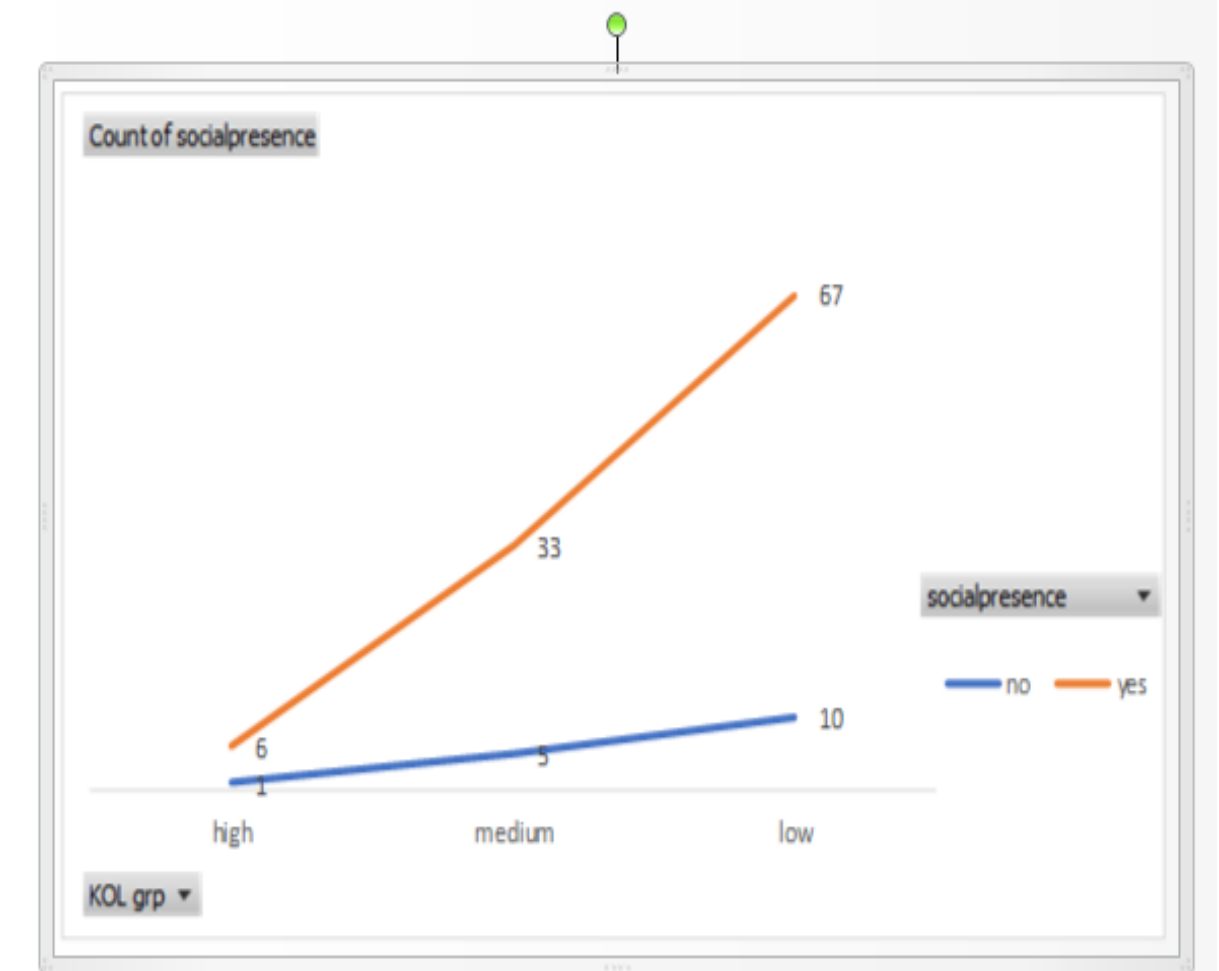


(Finding No. 2)

Here the study correlates social media presence and KOL's score.

- This graph based on secondary data.
- From the analysis it has been seen that there is a shift in the presence of doctors on social media from the doctors who are more experienced as compared to the doctors who are less experienced.
- The doctors with more KOL score has less presence over the social media whereas the doctors with less KOL score has more social media presence.
- 1:6 is the ratio between KOL score and social media presence.

Social Media Presence of KOL's Vs KOL Score

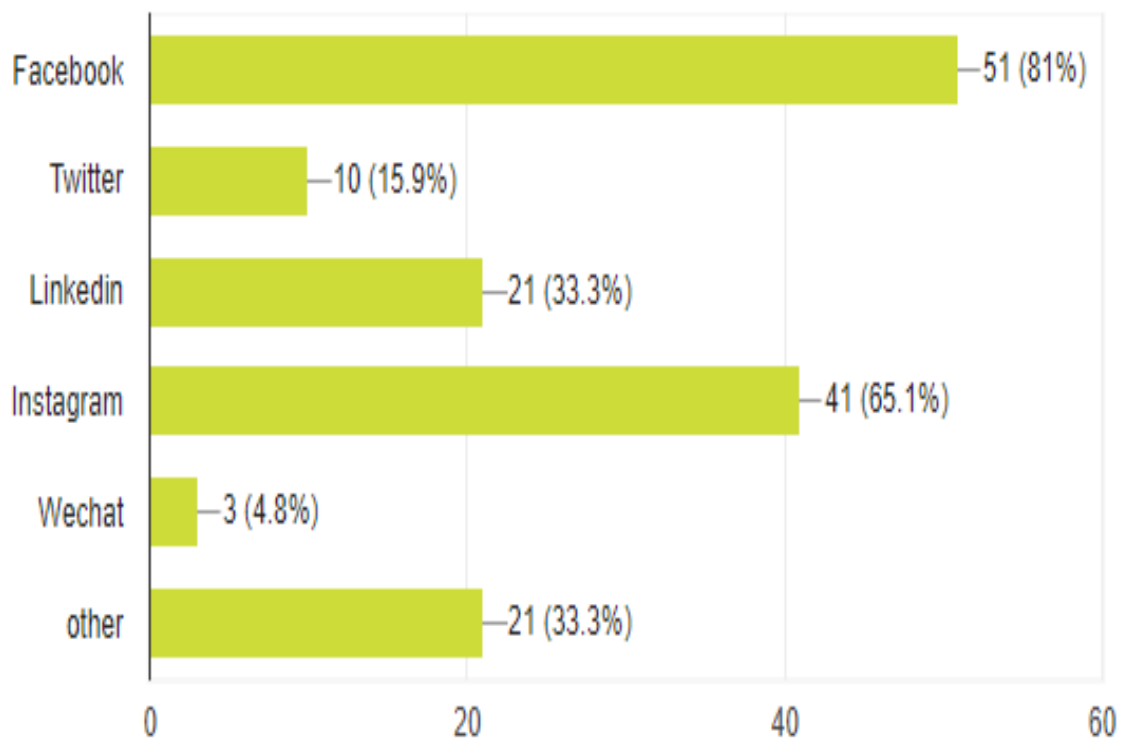


(Finding No. 3)

- This graph is based on primary data.

Question:- Which social media is used by the doctors?

- The findings shows that, the Facebook has the highest number of social media presence of doctors i.e. 81%.
- Followed by Instagram i.e. 65.1%.
- LinkedIn is professional site but only 33.3% doctors on there on it.
- Rest of the social media comes after these three sites.

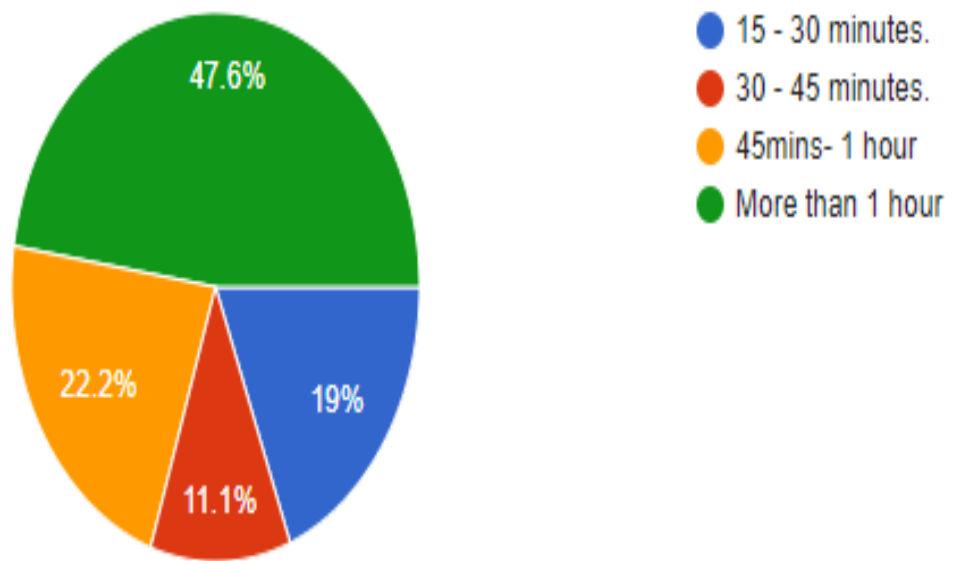


(Findings No.4)

The graph is based on primary study.

Question:- How much time doctors spend on the social media?

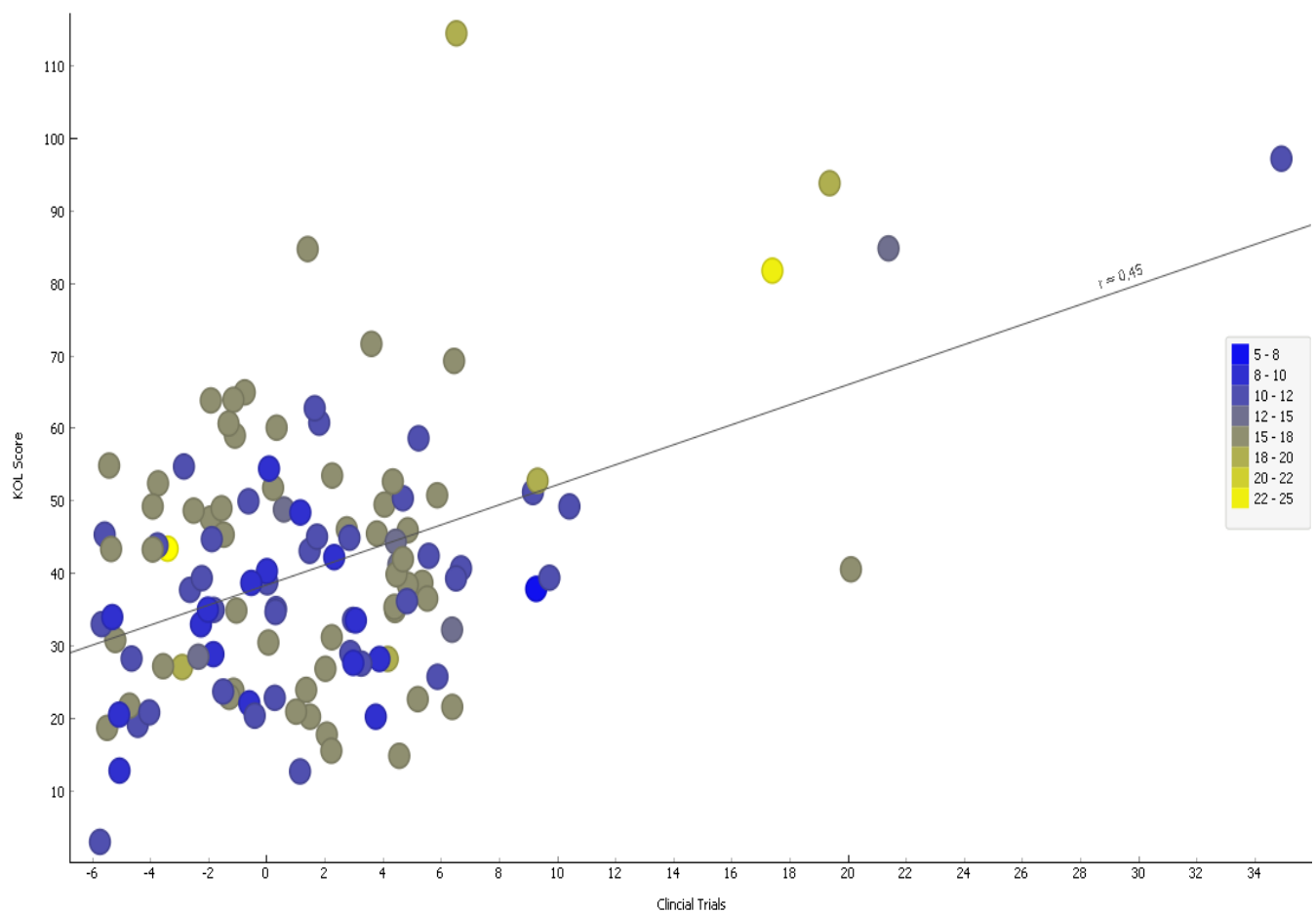
- Majorly doctors spend more than 1 hour on the social media.
- 47.6% doctors spend more than 1 hour on the social media.



(Findings No.5)

Relationship between Clinical Trails and KOL's score

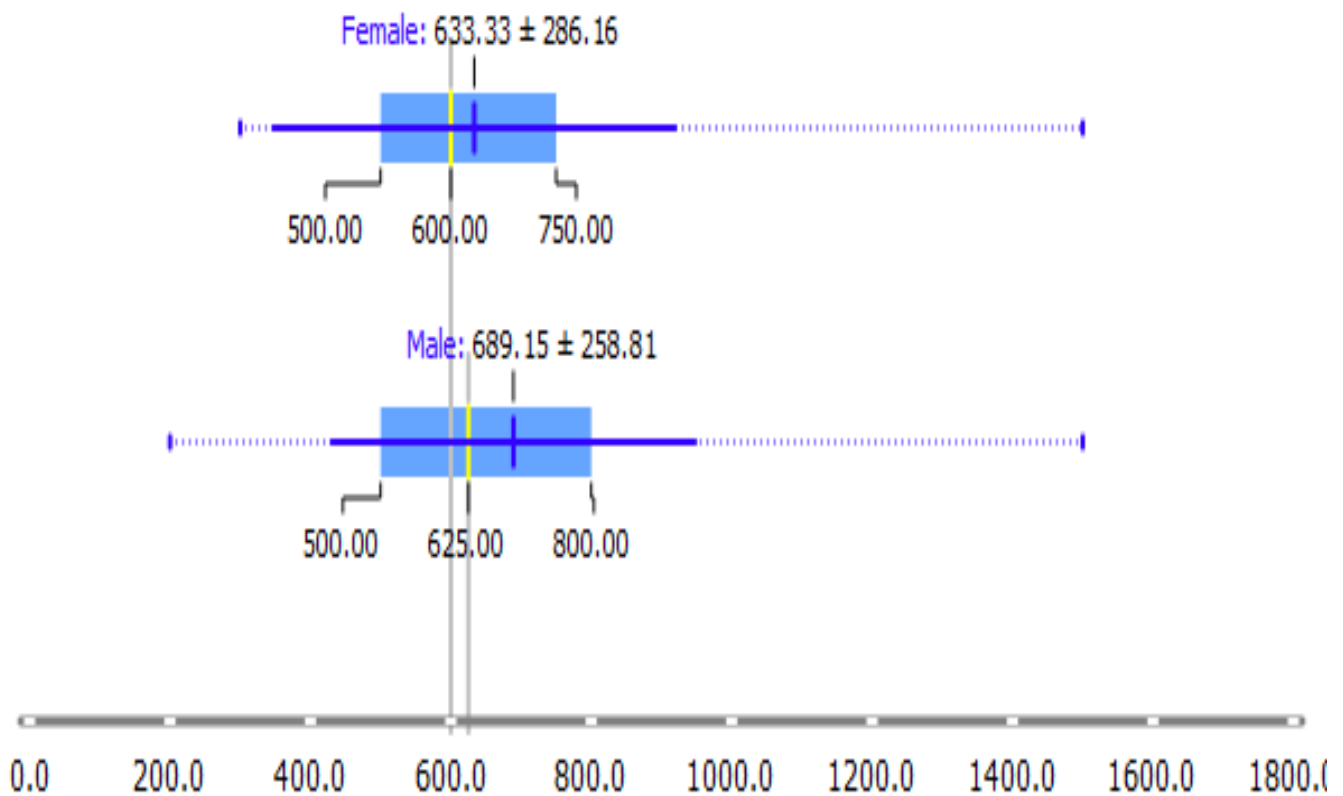
- The graph is based on secondary study.
- This graph below shows that, if the KOL score is around 30 then, they have participated in maximum clinical trials because their experience is more.



(Findings no. 6)

Consultation fee and Gender

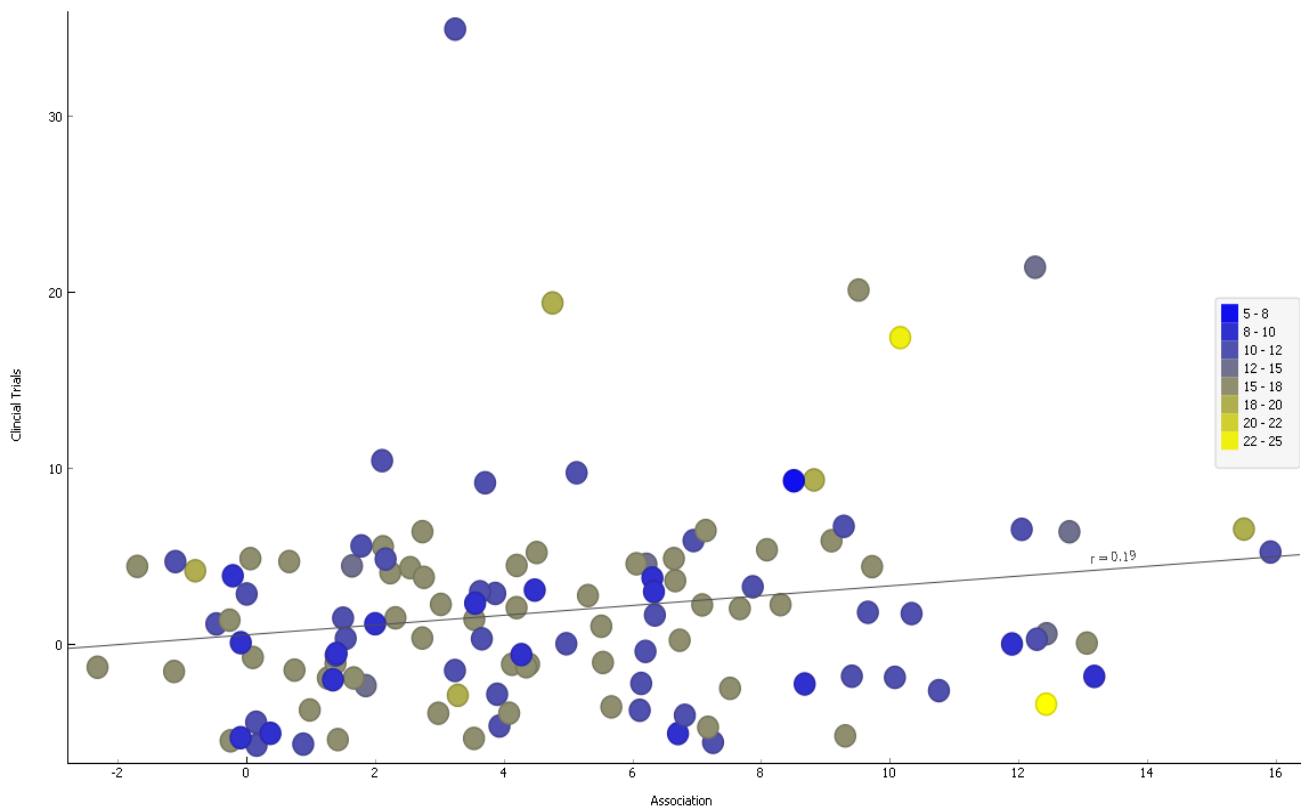
- In the graph below, it has been seen that there is slight deviation in the consultation fee if we see it in gender wise diversification.
- Majorly the change is due to the privatization of the hospitals thus leading hospitals are charging more than the other corporate hospitals thus the trend of high consultation fee among them is high.
- Female mean is 600 and male mean is 625. A very few amount of difference between Male and female consultation fees.



(Finding no.7)

Clinical Trials and Associations

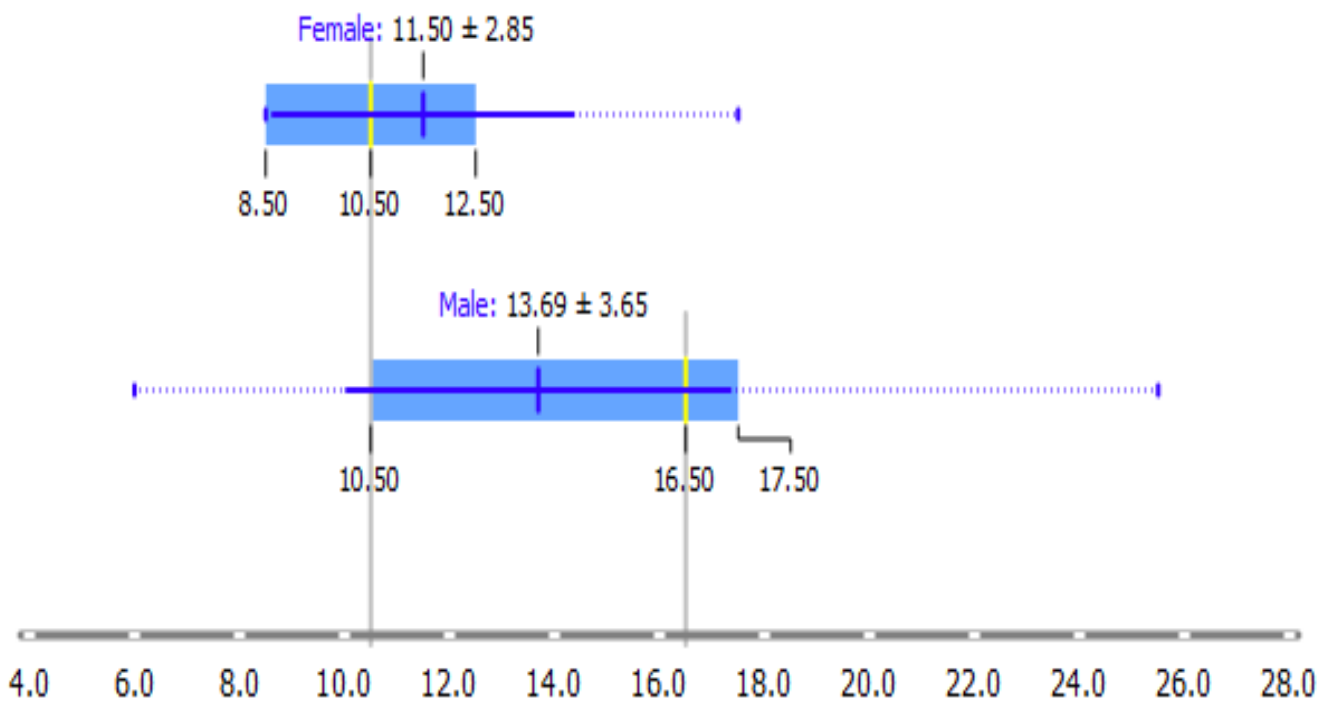
The graph below shows that, the doctors who were engaged in various clinical trials were more collaborated with the various healthcare related societies.



(Finding No. 8)

Education relationship Genderwise

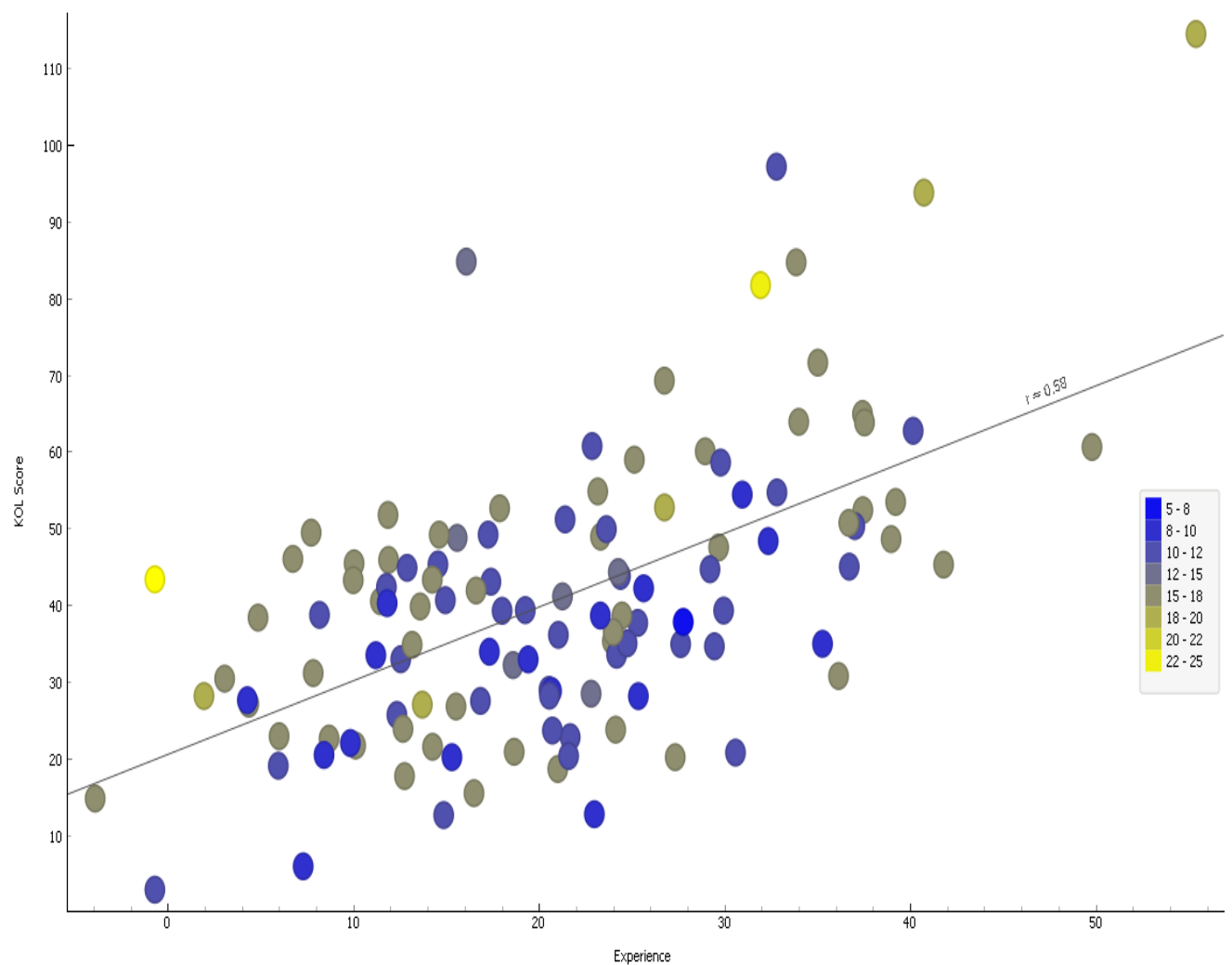
- The graph shows that, male KOL's academic score is more than the female KOL's academic score.
- The mean academic scores of females is 10.50.
- Whereas, the mean academic score of males is 16.50.



(Finding no. 9)

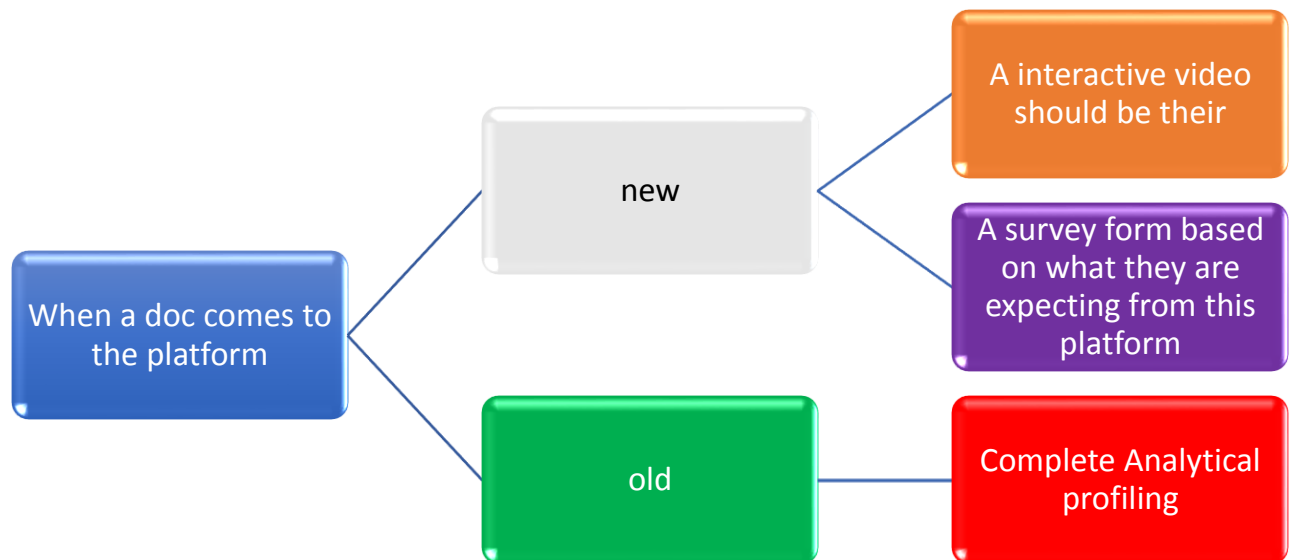
KOL's score and Experience Relationship

In the graph it was observed that the doctors tends to get more score on the KOL scoring chart with increase in experience as the KOL scoring comprises of various factors such as – experience, associations, clinical trials, publications, awards, orations, education.



Strategies for Engagement and Retention of doctors on the Docplexus platform.

Make it interactive



- Surprises for V.I.P doctors.
- KOL's tracking.
- Creating Hype Before Updating Any Content On Site

SPECIFIC TABS FOR VARIOUS ACTIVITIES:

- Nearby Doctors and Events.
- A Section Where Doctors Can Suggest/Recommend Changes Anonymously.
- Adding Some Paid Features Such As – Who Is Watching Your Profile And Boost Your Post.
- Favourite list Of doctors

Individual Tracking of Doctor

- Providing them useful medical information wherever they go.
- Update notification of Nearby Doctors.
- Healthcare issues facing any (categorize/uncategorized)
- Extracting these information and put it on to the Docplexus insights where pharma companies can gain knowledge.
- A red alert Icon.

- Analytical reporting.
- Profile Preview.
- Address the comment of doctor.
- Display of collaborative work(Associative awareness programmes).
- Updates about the medical events by personalized way.

CONCLUSION AND RECOMMENDATIONS:

- 1) Finding number 2 concluded that, the KOL's with more experience are less in number on social media. So, to increase their number we need to make strategies. We will target them with other ways of social media like email marketing, cold emailing, personal interview to bring them into the Docplexus platform. If these doctors join the platform of Docplexus then, it will be easy for pharma companies to attach with Docplexus.
- 2) Finding number 3 concluded that, we can easily target the community of doctors through Facebook, as it is a strong and well known social media platform. Promotion of any medical content or product can be done on the Facebook page.
- 3) Finding number 5 concluded that, more the associations and experience, more will be the Clinical trials of KOL's.
- 4) With the change in dynamics of the market the modern way of approaching the customer and consumers is digital platform but connecting to them just through social media or digital platforms are not too enough, a collaborative strategies needed to be prepare for approaching the end user .
- 5) To approach the old aged doctors the strategies are mend to be prepared in a way thus to tackle the situation in a better way because the people with more experience are less on social media platforms thus targeting them is the main approach if we are talking about the KOLs.
- 6) Apart from that various changes are needed to be made on the platform of site of Docplexus thus to increase the traffic of doctors on the platform.