A STUDY ON DIGITAL MEDIA PLATFORM OF DOCPLEXUS FOR ENGAGEMENT AND RETENTION OF DOCTORS

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Objectives:-

To analyze the data of doctors according to the format of Docplexus.

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

Background:-

Digital platform is the new platform for the healthcare professionals with the increase of technology the increase in the requirements for the profession is increased Various strategies are needed to be implemented thus to increase the growth of profession in today's world.

Methodology :-

Type of study :- descriptive Study

. Study population :- Rheumatologists and Nephrologists

. Duration :- 2 months

. Type of data :- Quantitative & Qualitative

Tool :- Questionnaire

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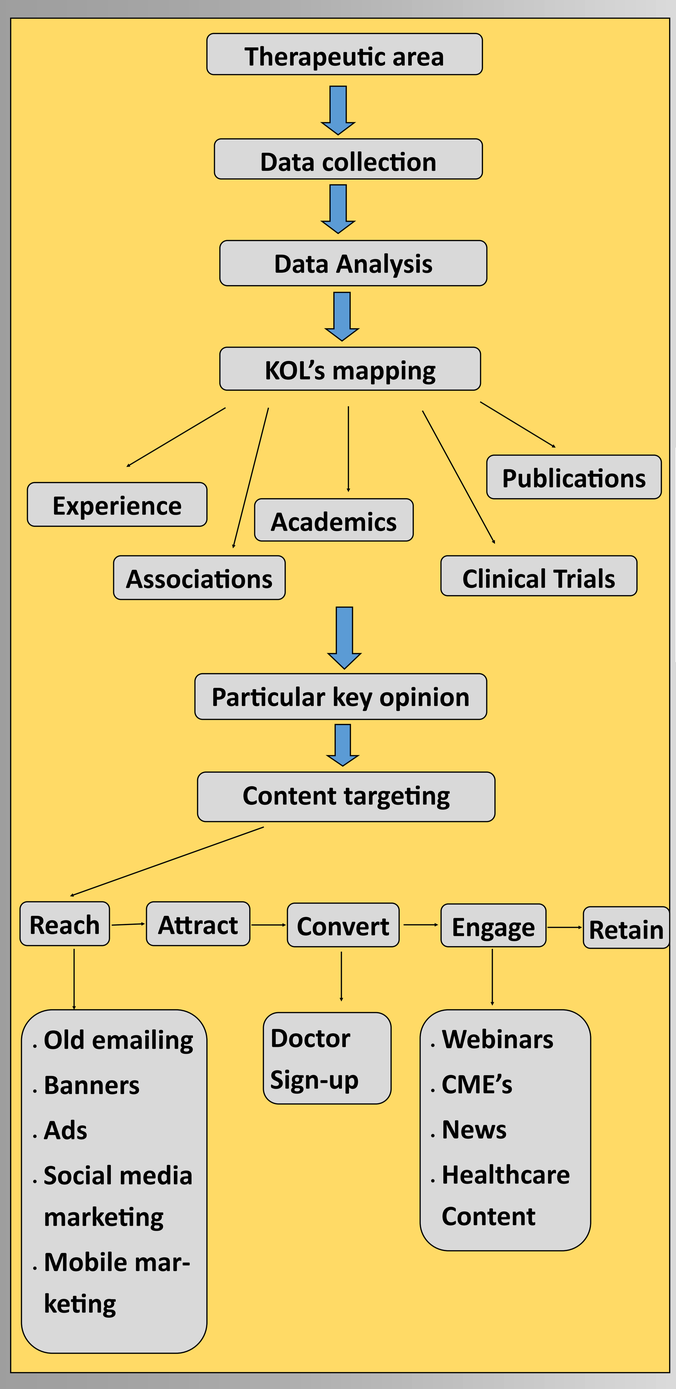
Sample Size :- (A) 63 doctors- To study online behavior of doctors on social media platform.

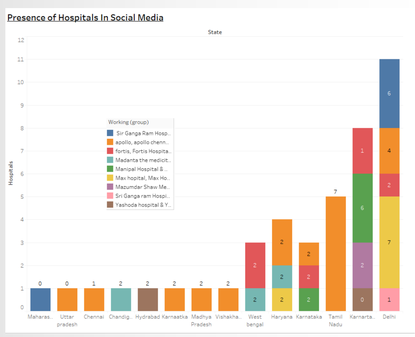
(B) 100 doctors- To analyze the data of doctors according to the format of Docplexus.

Sampling Techniques :-Non Probabilistic Purposive Sampling

How docplexus work

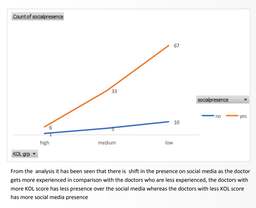
Subtitle Text





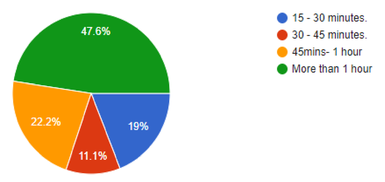
Majorly the doctors of Delhi, Karnataka, Tamil Nadu are on social media

Social Media Presence of KOL's Vs KOL Score

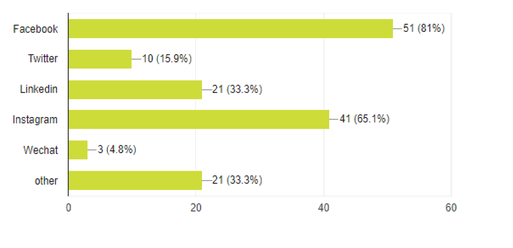


From the analysis it has been seen that there is shift in the presence on social media as the doctor gets more experienced in comparison with the doctors who are less experienced, the doctors with more KOL score has less presence over the social media whereas the doctors with less KOL score has more social media presence

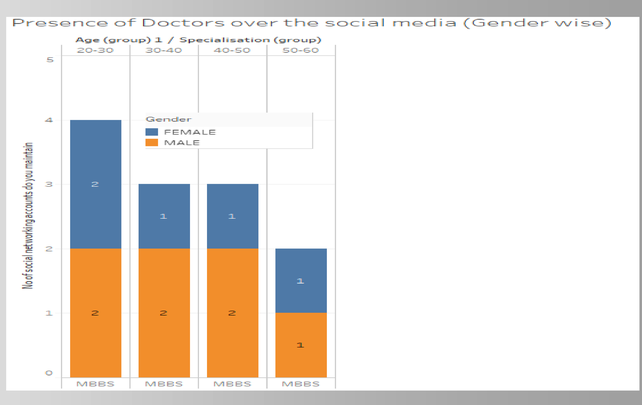
How Much time do Doctors spend On the social Media

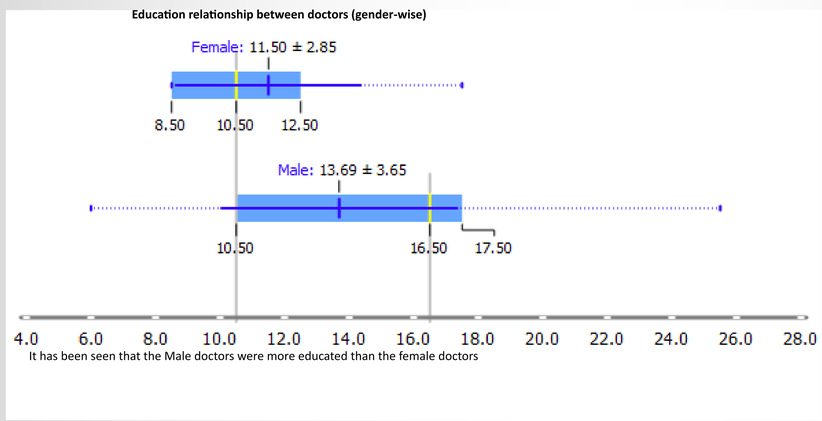


Majorly the doctors tends to spend more than 1 hour

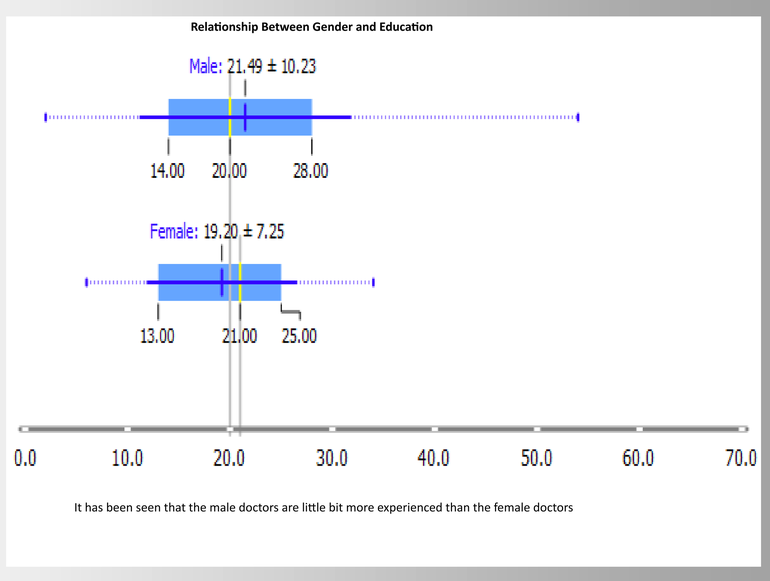


Currently Facebook and Instagram is the platform where the doctors tends to engage themselves



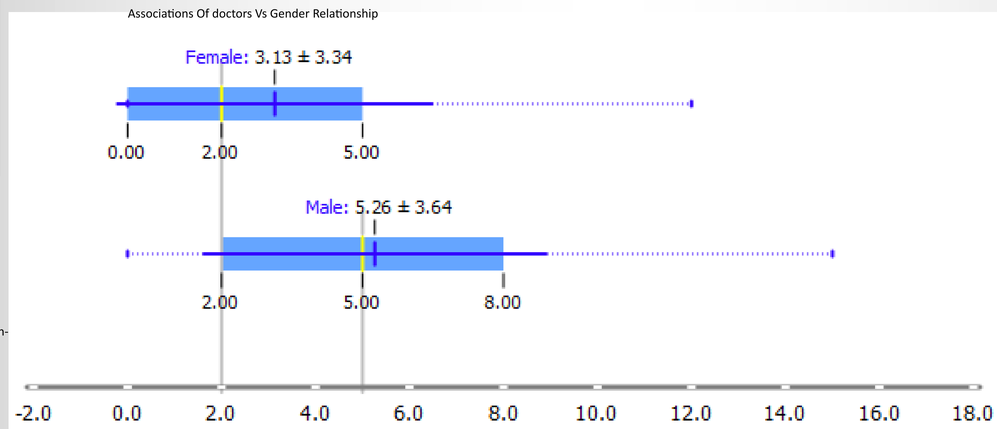


It has been seen that the Male doctors were more educated than the female doctors



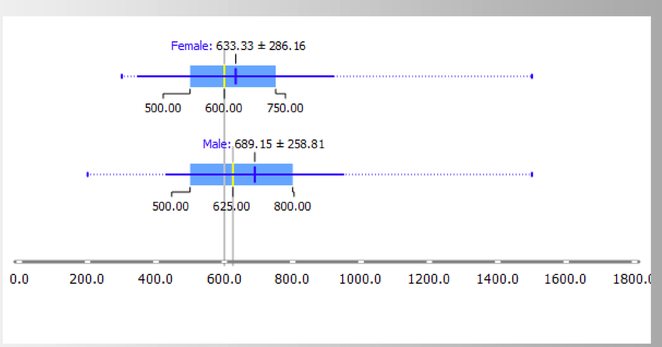
It has been seen that the male doctors are little bit more experienced than the female doctors

Associations Of doctors Vs Gender Relationship

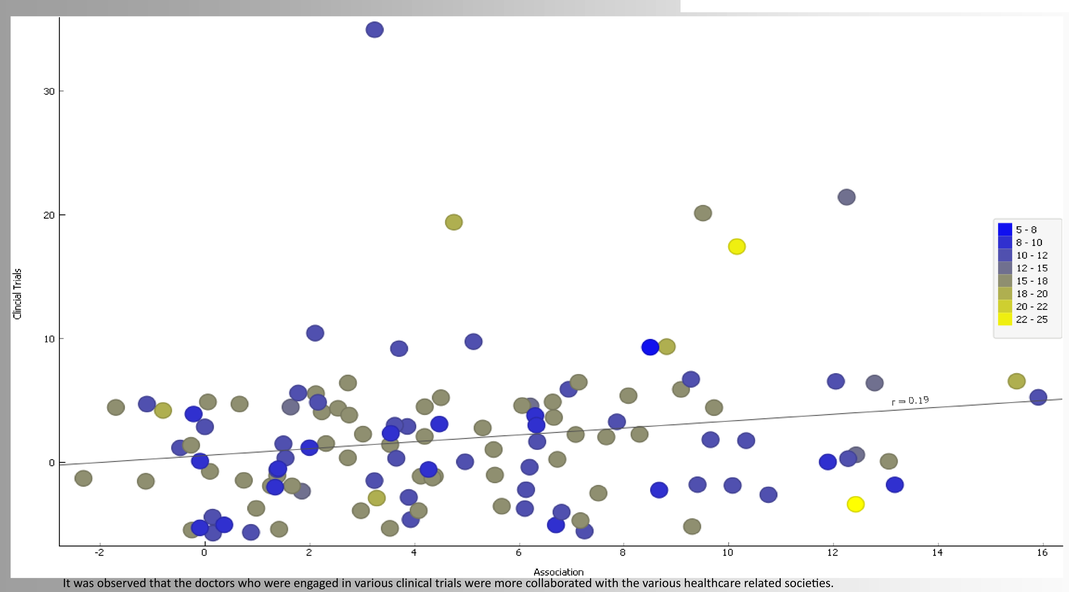


The male doctors were more associated with different organizations as compared to the female doctors

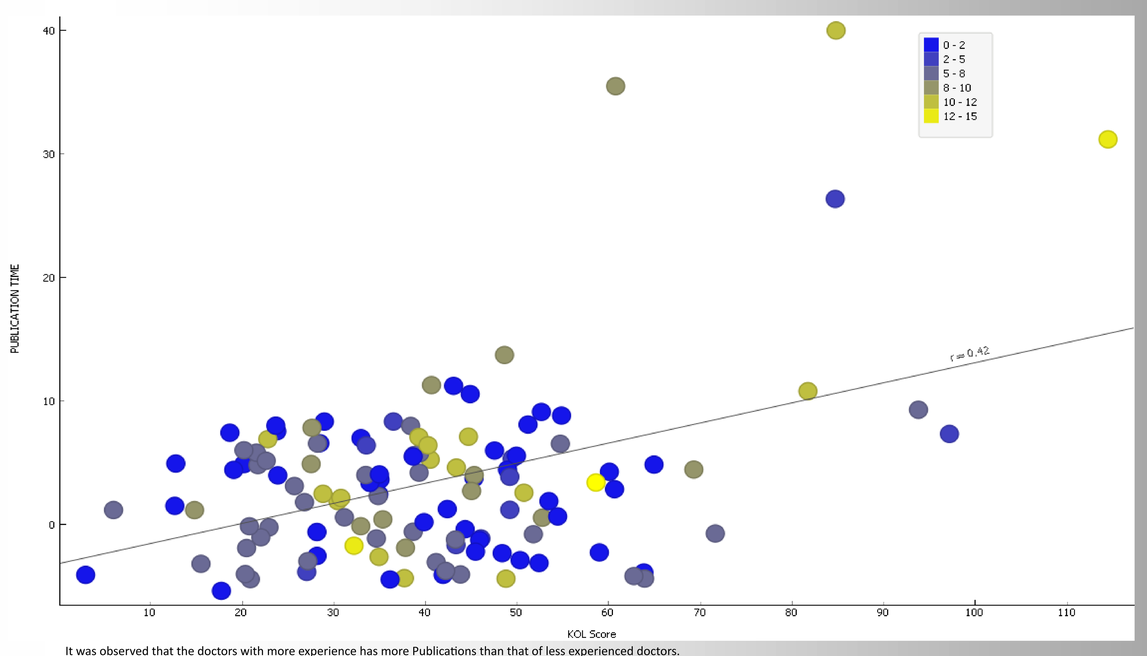
Consultancy Fee Vs Gender



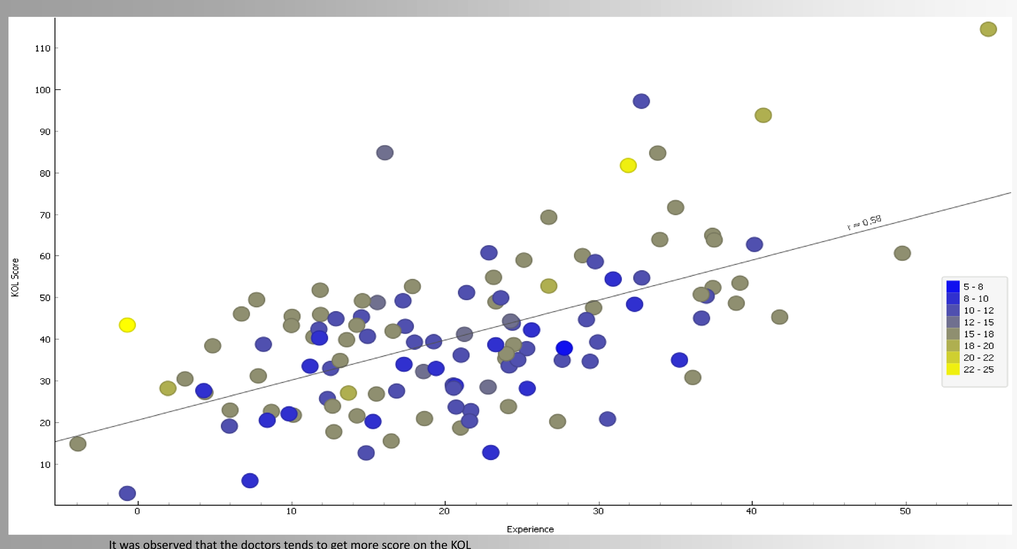
It has been seen that there is slit deviation in the consultation fee if we see it in gender wise diversification, Majorly the change is due to the privatization of the hospitals thus leading hospitals are charging more than the other government hospitals thus the trend of high consultation fee among them is high



It was observed that the doctors who were engaged in various clinical trials were more collaborated with the various healthcare related societies.



It was observed that the doctors with more experience has more Publications than that of less experienced doctors.



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.

RECOMANDATIONS

-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 .

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.

-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.