

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

**To study the Engagement and Retention of Doctors as Key Opinion
Leaders Over the Platform of Docplexus**

**By
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**Under the guidance of
Dr. Sandeep Narula**

**MBA Pharmaceutical Management
2017-2019**


School of Pharmaceutical Management
**The IIHMR University, Jaipur
2018**

CERTIFICATE

This is to certify that **BHOOPENDER SINGH** 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. Sandeep Narula

Dean in Charge

School of Pharmaceutical Management

Indian Institute Of Health Management and Research, Jaipur

Date: 25/06/2018.

Monday, 6th August 2018

To Whomsoever It May Concern

This is to certify that Bhoopender Singh 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, Bhoopender 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



ACKNOWLEDGEMENT

My vision at the time of starting my internship was to explore the current ongoing activities and future prospects in healthcare sector in terms of digital media platform.

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 Mr. Sandeep Narula (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.

I am also thankful to all my colleagues at Docplexus for their support and coordination in completion of my study. Collective actions by all provided me this opportunity to complete my Internship.

TABLE OF CONTENTS

Sr.no		Page no.
1	Organizational profile	7
2	Project Introduction	9
3	Literature review	11
4	Methodology	12
5	General Findings	13
7	Recommendations and Conclusion	22
8	Annexure-1 (form format for marking KOLs)	23
9	References	24

Table of Graphs

Sr. No.	Graph	Page no
1	Presence of Doctors over social media	13
2	Presence of Hospitals on social media	14
3	Widely used social media platform by the doctors	15
4	Time spent by doctors on social media	15
5	Global social network platform	16

Table of Figures

Sr. No.	Figures	Page no
1	Flowchart of whole procedure	10
2	Pattern of format as provided by the organization	16
3	Association between clinical trials and education	17
4	Association between KOL and publication	17
5	Association between publication and experience	18
6	Association between KOL and clinical trials	18
7	Association between KOL and experience of doctors	19
8	Association between KOL and consultation fee of doctors	19
9	Being interactive (strategy)	20

Section - 1: Introduction: Brief description of the organization profile



Empowering verified doctors practicing modern medicine to make better clinical decisions by facilitating exchange of patient cases, dialogue with other members, and offering knowledge centers, treatment guidelines, certified educational resources and latest medical news. We do everything with our core value of hard work, honesty and trust. One of the Largest Online Global Communities of Doctors 275,000+ doctors practicing modern medicine are on-board Docplexus, making it one of the largest online communities of physicians. With peer-to-peer interaction enabling knowledge-sharing, better clinical decisions is a natural outcome.

Phanish Chandra - Co-Founder and CEO

Seasoned business executive with 15 years of expertise in startups, entrepreneurship, company building and solving problems in the technology space, the IIT Kharagpur Alumnus was the principal architect at Fourjs and has built cutting edge software products from scratch in multiple product companies.

Having served as a CTO in a startup before, he founded Docplexus in 2014 as a first mover in doctor networking space and has built it into one of the largest online platforms for the community. He is passionate about art, design and its practical application in technology based solutions.

Pune-based Docplexus, an online community for doctors, has raised funding of Rs 4.6 crore from Unicorn ventures and Austria-based ASP Consulting. The platform will deploy the funding to improve the product, team building and expansion.

Launched in June 2014 by Phanish Chandra, Docplexus is an online community where doctors connect with other healthcare professionals, securely collaborate on patient treatment, grow their practices and discover new career opportunities

The Indian healthcare space is evolving rapidly with a large number of digital start-ups emerging in the segment. This platform enables doctors to reach out to their peers to interact and exchange ideas. With more than 100,000 doctors on the platform, Docplexus is a medical professional network that empowers doctors to connect, communicate and collaborate towards better medical outcomes and discipline,” says Phanish

Docplexus allows doctors to connect with experts across specialties to gather views and feedback for medical cases. It also provides opportunities for doctors to share their analysis with others in a medical dilemma. Focused on doctors only, the platform provides a great value add in terms of the connections that users can make within the doctor community. Access to recent news in the medical field enables doctors to stay updated about the day to day events in the industry.

With a focus on getting only doctors on board, there is a strict verification process that is employed. No access is provided to doctors until they provide their medical registration numbers. The stringent verification process enables the platform to maintain the quality of engagement and interactions.

“Phanish positioned the platform as a Quora & LinkedIn for doctors, which aims to unlock the knowledge repositories with doctors that develop with experience.”

“In the rapidly evolving and growing health-tech ecosystem, the fragmented doctor community are relatively unattended. Understanding this market niche, Docplexus has built an extremely strong platform for doctors to connect and collaborate with each other and made better healthcare decisions,” Shiraz Bugwadia, Managing Partner, Uniqorn Ventures.

Growth story

Since its launch, the platform has witnessed more than 100,000 doctor registrations (till September 2015) from more than 1500 cities & towns across 83 specialties. Along with the smaller institutions, physicians from established hospitals like Apollo, MAX, Fortis, AIIMS, PGIMER, JIPMER and CMC VELLORE are also active in the community.

Revenue model

Currently, the revenue model of the platform based on Pharmaceuticals marketing and event marketing. However, in near future, it's planning to adopt new models such online job posting, monetizing doctors and other modes of marketing.

Section - 2:

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

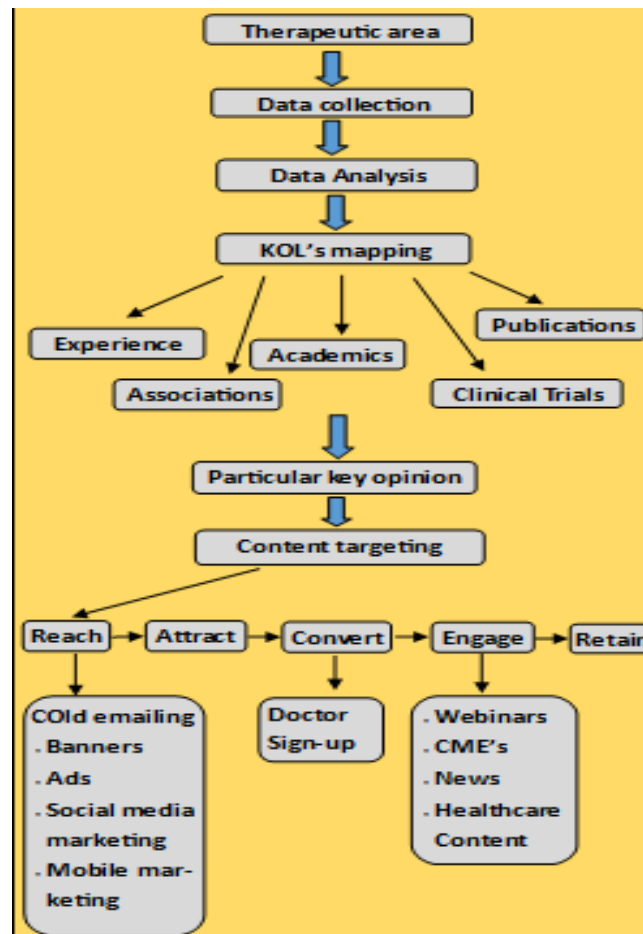
INTRODUCTION:

The use of the Internet and other digital media and technology to support ‘modern marketing’ has given rise to a bewildering range of labels and jargon created by both academics and professionals. It has been called digital marketing, Internet marketing, e-marketing and web marketing and these alternative terms have varied through time.

Elements of Digital Marketing includes 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.)

Docplexus is a common platform for Indian allopathic doctors. It basically works by attracting doctors of various specialities and provide a medium for them to communicate and increase awareness about various issues and achievements as well as developments regarding medicines and healthcare across the globe. For this, the organisation collects data about the doctors and then analyses it. But, the data collected is primary or raw data which needs to be arranged in a proper manner. So, the data is the analysed and targeting is done on the basis of that data. Further, the KOLs (Key Opinion Leaders) of the organisation are found out and technique to engage and retain those people is formulated.

INTRODUCING THE WORK PROFILE



Data has been gathered on the basis of particular therapeutic area. The proposed field of work was rheumatology. Data of 125 doctors was collected from the various sites from where the legit information about the doctors can be gathered like practo, credihealth etc. The collected data was then analysed for key opinion leader (KOL) Mapping.

The KOL score was generated on the basis of various criteria by which the doctor could be a KOL. The criteria's were: experience, academics, associations, publications, clinical trials. The extracted information is thus used to target the doctors on social media platforms and other digital platforms thus to reach them, attracting them by providing vivid informative healthcare content, then interested doctors were then joins the platform which is said to be converting them. The converted doctors were then engaged over the platform by various activities like providing them healthcare news, contents, CME's.

The overall activities of doctors was then tracked by google analytics thus to get various type of information like which content is been seen the most, how much time is being spend on the site, generating heat maps for better analysis.

Based on these things various strategies were then implemented.

LITERATURE REVIEW:

According to Dr. Amit Singh, Mohit Pant, Chetan Sharma, Digital marketing such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, e-commerce marketing, campaign marketing, and social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, optical disks and games, are becoming more and more common in our advancing technology. The increasing use of social media is creating new opportunities for digital marketers to attract the customers through digital platform. Digital marketing is cost effective and having a great commercial impact on the business.

Josh Phillips believes that as the healthcare industry continues to surge into the digital realm and explore the benefits of inbound marketing. Dealing with an increasingly digital and mobile audience, and creating a plan to reach that growing number of people is key. Inbound marketing will help in reaching target audience, drive leads and retain customers, ultimately turning them into organization's evangelists.

According to a study performed by Fierce markets it was stated that, 66% of physicians use social media platforms to stay abreast of new medical information and trends; they spend an average of 11 hours per week on professional development.

Sorav Jain has stated that not only connecting with patients, but social media plays an important role in developing thought leadership and becoming the host to medical debates and discussion amongst the doctors.

According to Fierce markets, Digital outreach to doctors is more important than ever. New digital tools, analytics and insights are allowing marketers to be more empowered than ever to reach doctors in new ways and provide sales reps with reliable data to make the in-person conversations they do have impactful. Using creative, data-driven and targeted digital marketing programs, pharmaceutical marketers can build new communication pathways that better fit into doctor's busy lives. Modern marketers will leverage these tools to build not only creative and lower-cost solutions, but also establish more effective long-term communications channels and influence prescribing behavior in this highly regulated market.

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 based on variables
3. To formulate the on line customer engagement strategy of healthcare professionals.

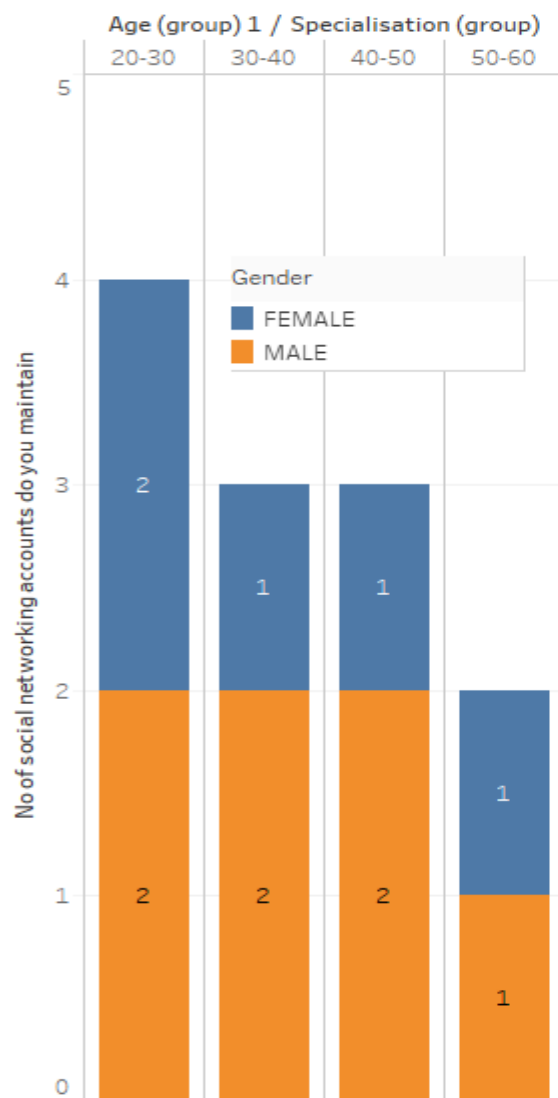
METHODOLOGY:

- **Type of study:** Descriptive study.
- **Study Population:** Rheumatologist and Nephrologist.
- **Study Duration:** The study was conducted for the duration of 2 months from March 2018 to May 2018.
- **Type of data:** Quantitative and Qualitative.
- **Tool:** Questionnaire
- **Sample Size:**
 - b) 125 doctors- To analyze the data of doctors according to the format of Docplexus.
- **Sampling Technique:** Non-Probabilistic Purposive Sampling
- **Data Analysis:** MS Excel, SPSS

Section - 3: General findings on learning:

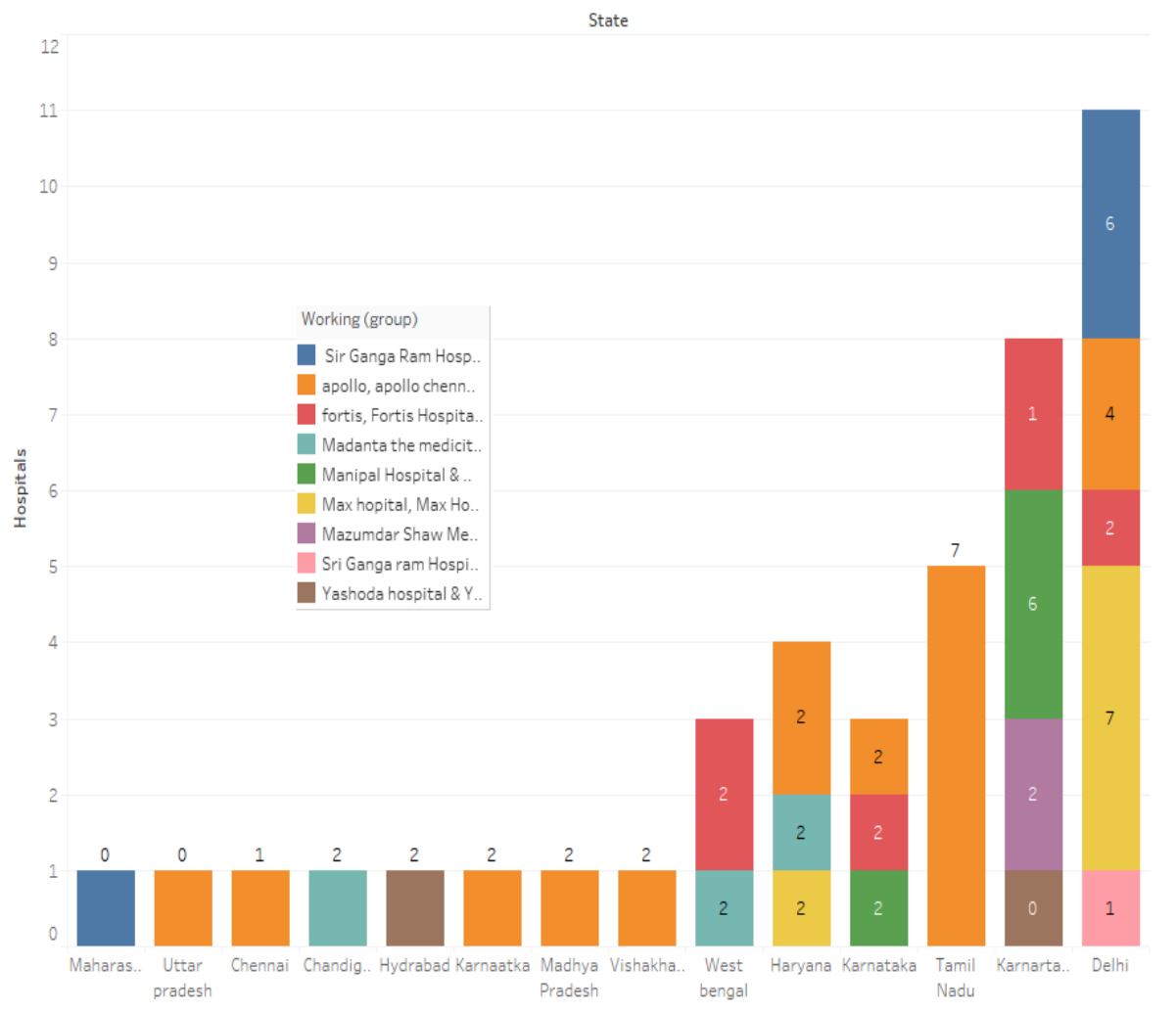
1. To study the online behaviour of doctors on social media platform.

Presence of Doctors over the social media (Gender wise)



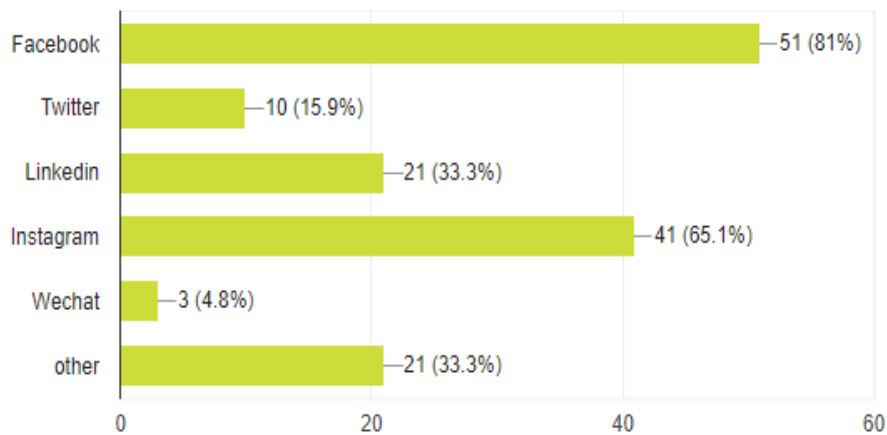
Graph 1: The graph indicates the presence of doctors on social media on the basis of their gender and it was concluded that number of male doctors are more active on social media as compared to the female ones.

Presence of Hospitals In Social Media



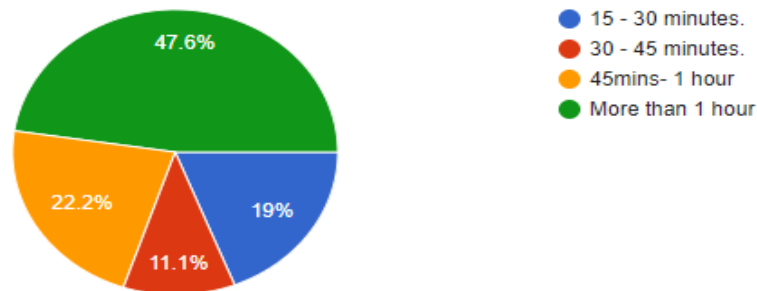
Graph 2: The graph indicates the presence of doctors of various hospitals on social media and it was found out that the majority of doctors of Delhi, Karnataka, and Tamil Nadu are on social media.

- **Social platforms used by the doctors**

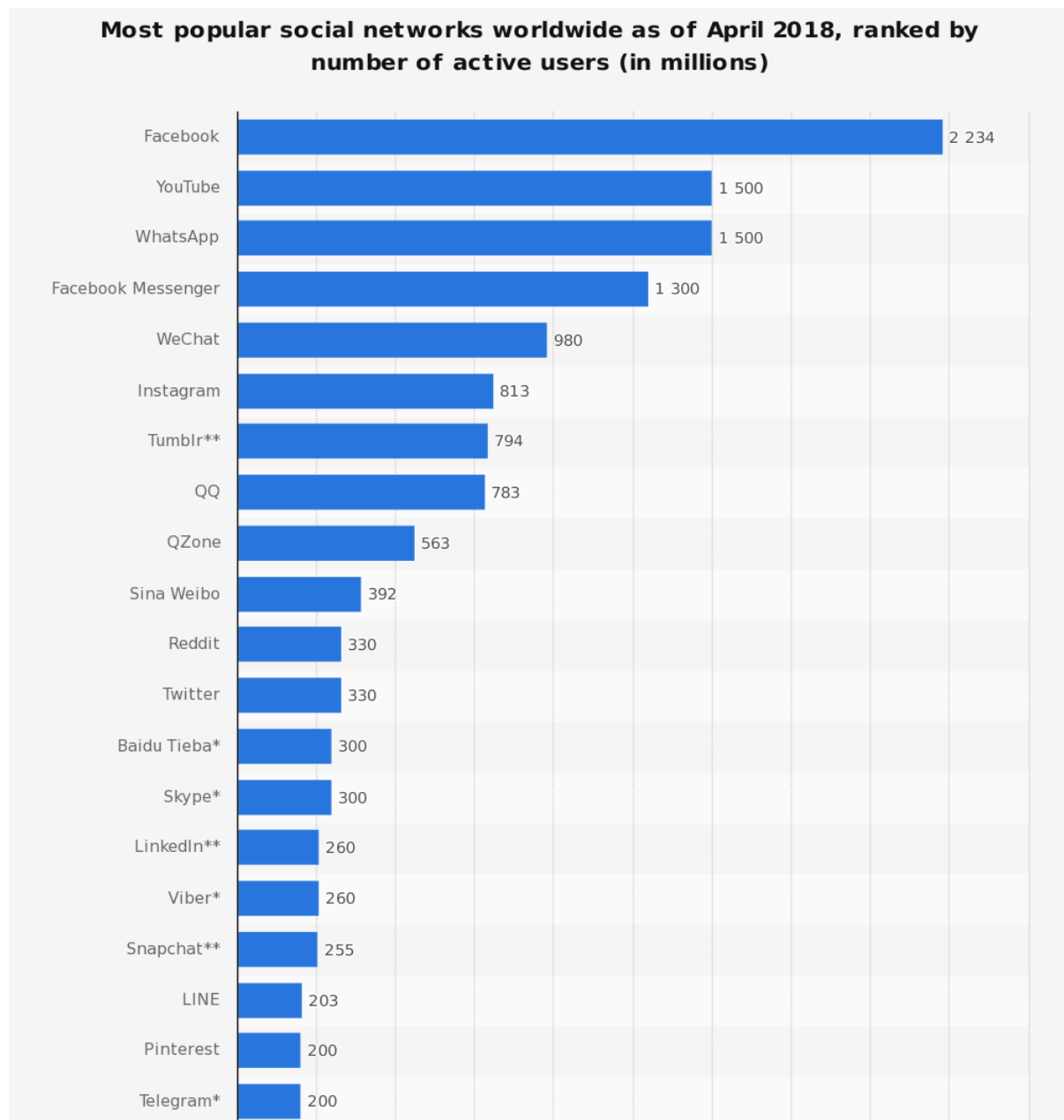


Graph 3: Currently, facebook and instagram are the two widely used platforms by doctors where they engage themselves.

- **Time Expenditure of doctors over social media**



Graph 4: The pie chart clearly indicates the time spend by doctors on social media and it was observed that the majority of the doctors tend to spend more than 1 hour on social media.



Graph 5: According to the users, facebook was found to be the global social network which was used most by the people, so strategies now-a-days is to target people most over the facebook. YouTube, WhatsApp, Instagram, linkdln.

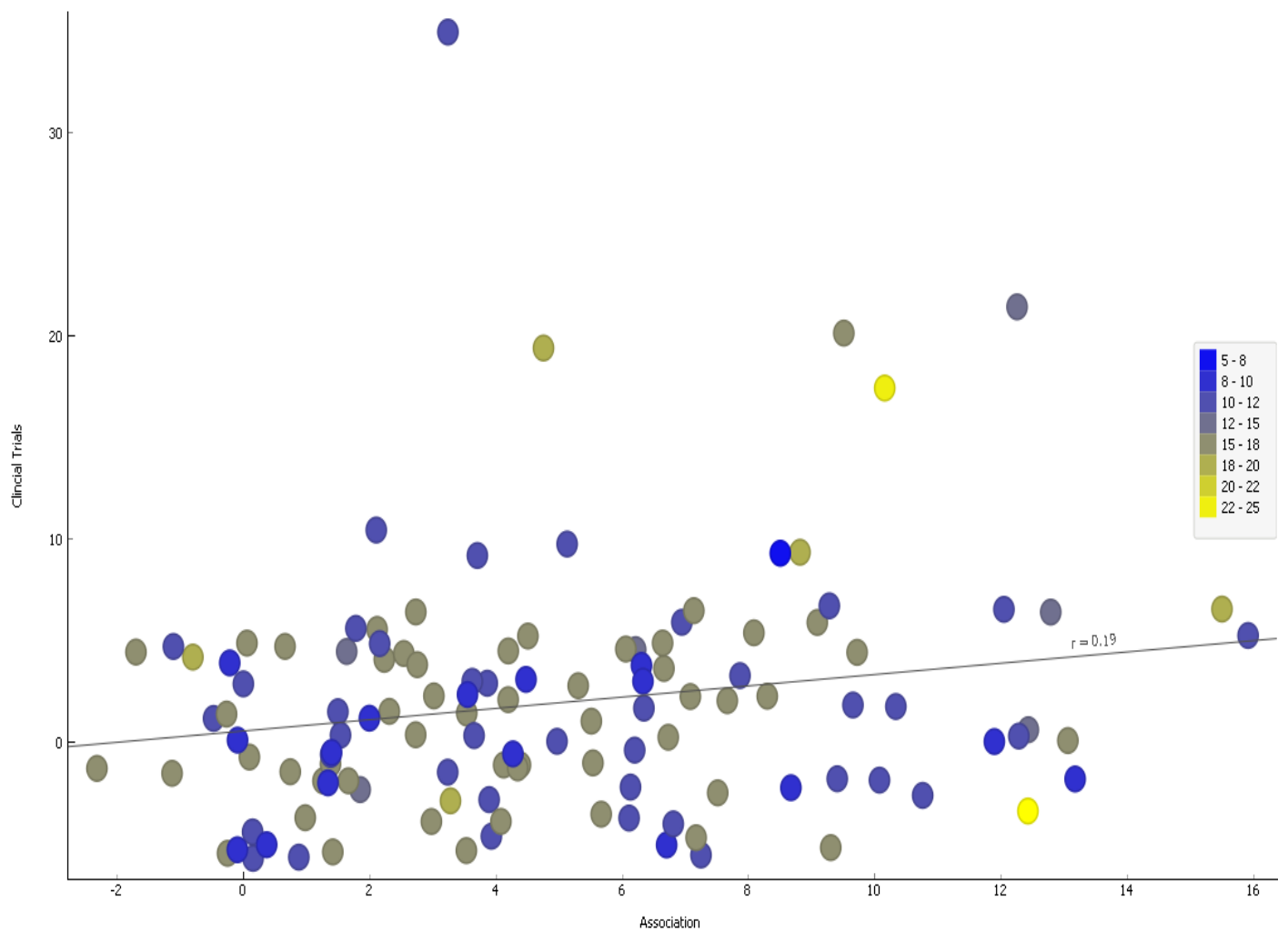
2. Data collection of doctors according to the format of Docplexus.

NAM E	EXPERIEN CE	WORKI NG	EDUCATI ON	PUBLICATIO NS	ASSOCIATIO NS	CLINIC AL TRIALS	SOCIAL PRESEN CE
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The data is collected according to the format that has been provided by the organisation on the basis of that the variables for scoring a doctor is been done..

Findings From The Study

Figure 1: Association between clinical trial and Associations



It was observed that more the associations more the clinical trials. Here, association is in reference to bodies related to healthcare.

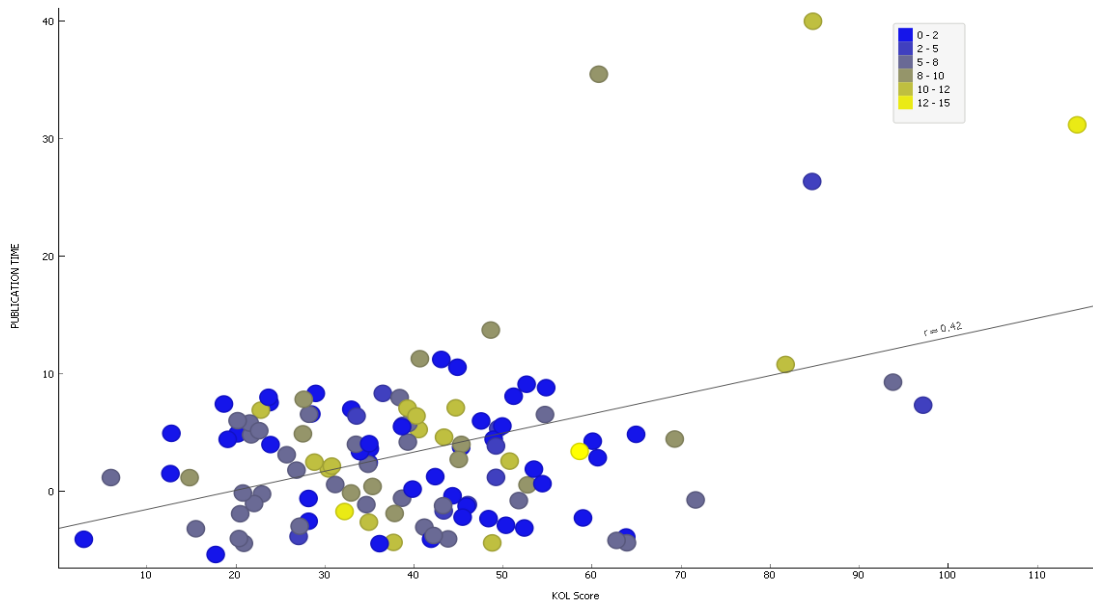


Figure 3: **Association between KOL score and publication.** It was observed that more the Numbers of KOL score more the number of publications, doctors engaged in various activities were more inclined towards the publication works.

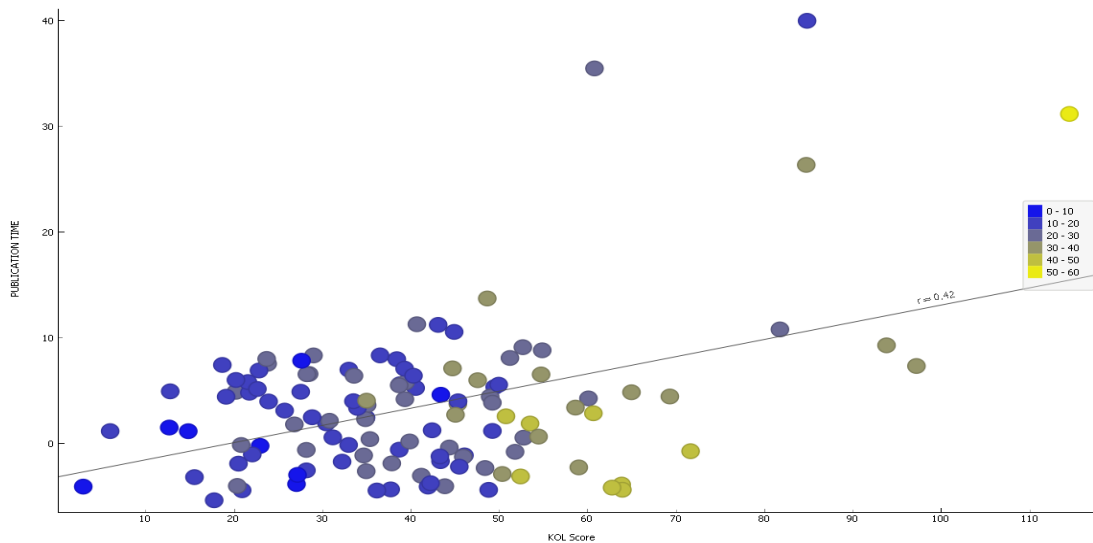


Figure 4: **Association between publication and KOL Score.** It was observed that more the KOL score more will be the publications as more scored doctors had more inclination towards publication works.

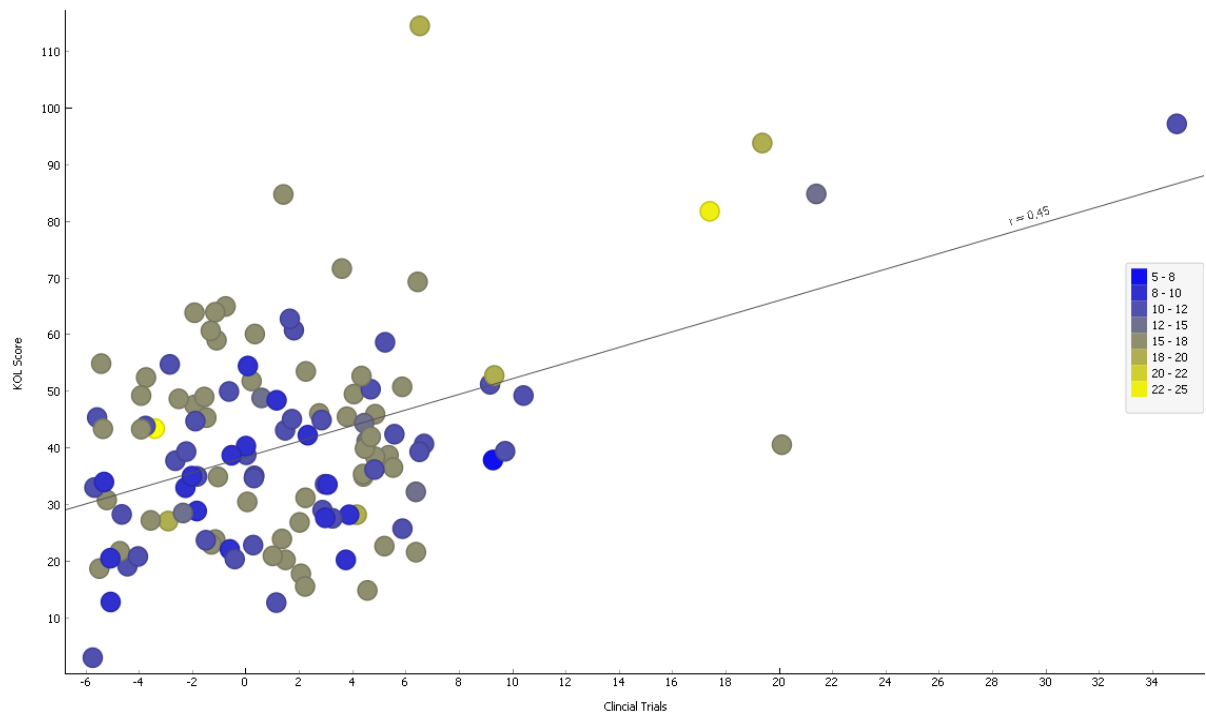


Figure 5: **Association between KOL score and clinical trials.** It was observed that more the Key Opinion Leaders score more the clinical trials.

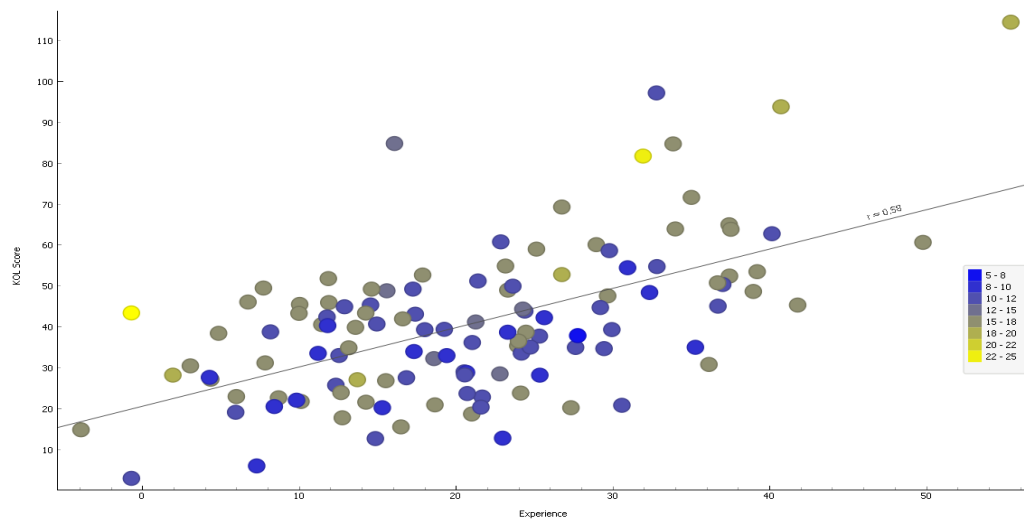


Figure 6: **Association between KOL score and experience of doctors.** It was observed that the score of doctors kept on increasing with increase in experience.

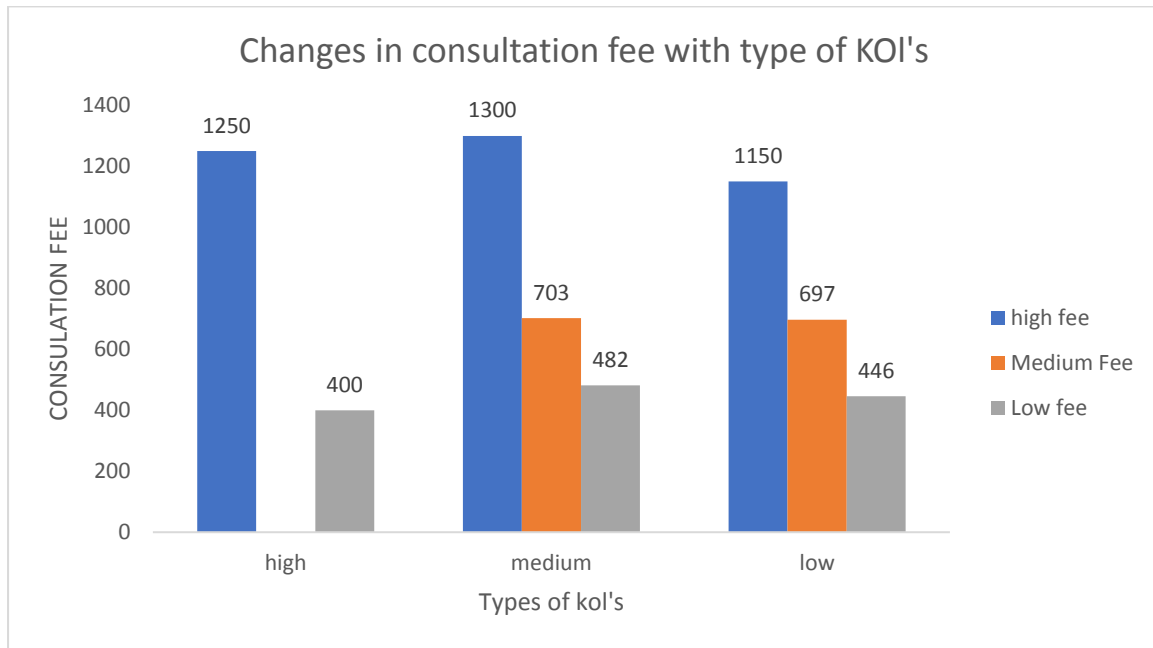


Figure 7: The high category KOL has the consultation fees in the range of 400-1250, The medium KOL's has the consultation fee range between 482-1300, The low category KOL i.e, less scored KOL's has there fee in range of 446-1150.

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

Docplexus is unique in its own ways generating medical contents for doctors and providing a platform for doctors so that they can enhance the circle of knowledge and community engagement. Thus, seeking solutions to various problems leading to crisis that should not occur, which affects the image of doctors as well as of the healthcare system, strategies for the overall development can be:

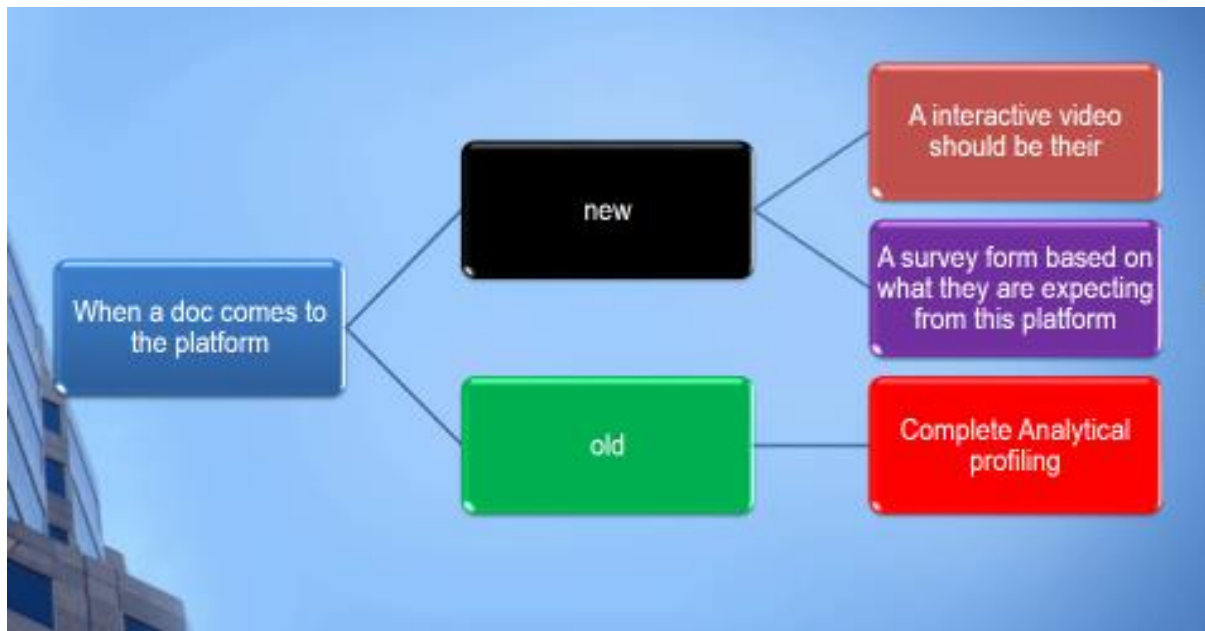


Figure 9

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

Tabs for:

- 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 this information and put it on to the Docplexus insights where pharmaceutical companies can gain knowledge.
- A red alert icon.
- Analytical reporting.
- Profile Preview.
- Address the comments of doctors.
- Display of collaborative work (Associative awareness programmes).
- Updates about the medical events by personalized way.

- Engage customers with in-product messaging (i.e. notifying doctors about the new products)- key channels for this purpose can be:
 - In-product messaging.
 - Email
 - Social media.
 - Customer care support.

RECOMMENDATIONS AND CONCLUSION:

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 strategy 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.

ANNEXURE:

Forms for Marking of KOLs

Various information is being tracked down through the various online mediums about the doctors such as:

Name
D.O.B.
Specialisation
MCI Registration Number
City
Qualification
Associations
Working profile
Social Media Presence
Publications
Clinical Trials
Awards

Tracking down all this information is then being collected and put up in the self-made integrated software Named- "Curiosity" For data analysis

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