

Medisage

Medisage is a global knowledge platform for doctors and by doctors where the best medical minds come together for knowledge sharing and medical collaboration. Medisage is building a one of its kind global community of doctors to drive the next era of healthcare transformation. Medisage serving with 200 employees on board and was founded in year 2019.

CO-Founder:- Anurag Dhingra.

CEO:- Bhagwat Dhingra.

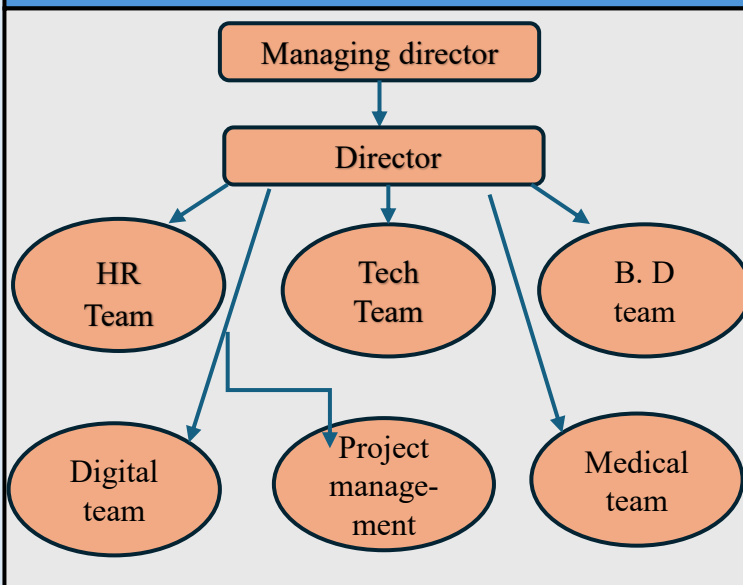
Vision

- Leading platform for medical knowledge and collaboration on medical scale.
- Providing doctors with latest information and tools.
- Knowledge sharing and collaboration.

Mission

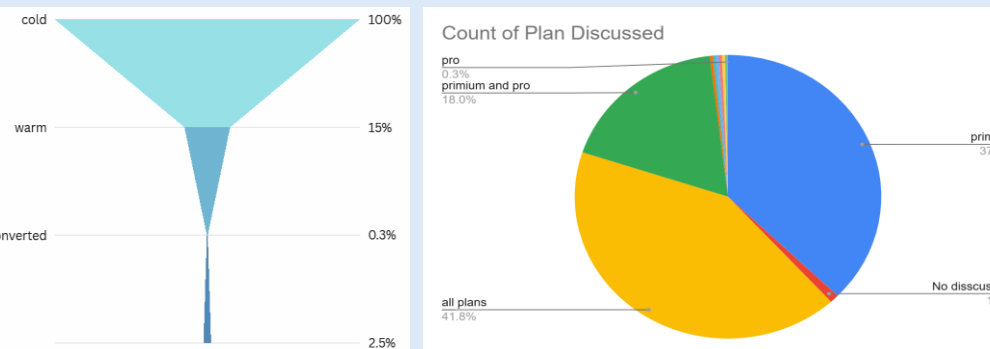
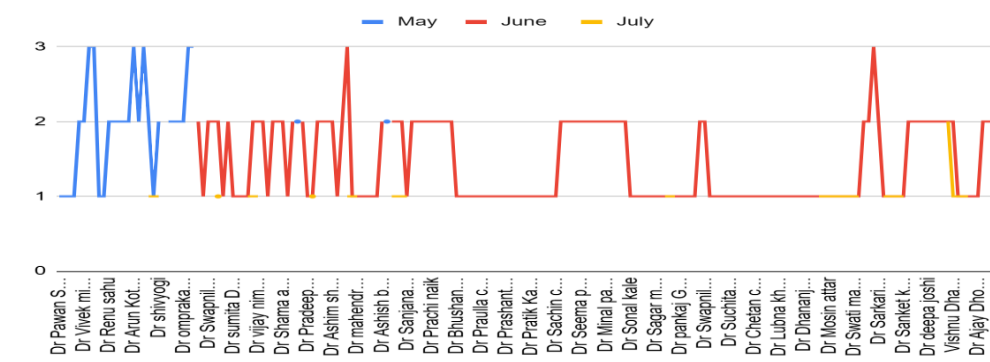
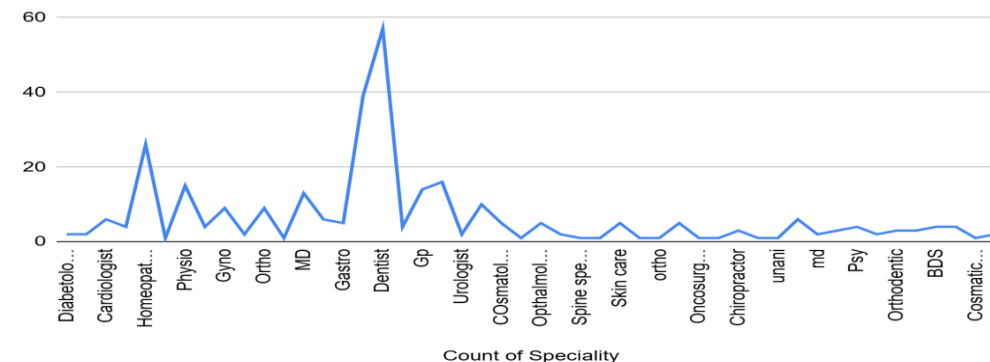
Keep medical community informed about the latest trends and research.
 Sharing of medical knowledge and fostering collaboration among doctors.
 Helping healthcare industry to digitalize and gain patients trust online.

Organization hierarchy



Organization hierarchy

Count of Speciality



Result

- Total 320 visits to Doctors was conducted in 73 days.
- In which total 192 individual doctors were involved and rest of the visited were done as follow-ups.
- I generated total 48 warm leads and made a conversion of 1 doctor.

Strength

- 1) Google partner.
- 2) Advance SEO optimisation.
- 3) Book online option Realtime
- 4) Smart clinical AI.

Weakness

- 1) Premium prices
- 2) Time consuming.

Opportunities

- 1) Daily 1 crore plus patients search for doctors online.
- 2) Huge market and only 2 major competitors.

Threats

- 1) Local free lancers.
- 2) Competitors new discount Strategies.
- 3) New competitors.

Difference between practical and theoretical understanding

Practical

- Pitching the doctors.
- Negotiation with doctors.
- Analyzing their problem.
- Realtime problem solving.
- Collaborating with professionals.
- Utilizing practical tools.

Theory

- L.A.P.R.O frame work.
- Listening.
 - Acknowledge.
 - Proof
 - Reframe
 - Offer.

Challenges faced during internship

- Pitching to the doctors in limited time.
- Negotiating with doctors and finding a middle ground.
- Strategizing and perfect execution.
- Ensuring a healthy work life balance despite the pressure of multiple responsibilities and tight schedule

Usefulness of internship

- Networking
- Understanding competitive landscape.
- Improve communication skills through pitching and identifying their need and negotiating.
- Handson sales experience.