# DIGITAL HEALTHCARE ADOPTION IN INDIA- AN IN-DETAILED RESEARCH OF THE SALES FUNNEL FROM INTEREST TO CONVERSION

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## INTRODUCTION

Medisage Pvt. Ltd. is a digital healthtech company dedicated to transforming how doctors connect with patients and stay updated professionally. Founded in 2019 by Bhagwant Dhingra, Abhishek Ghosh, and Anurag Dhingra, Medisage offers tools like Google My Business profile setup, SEO-optimized websites, online appointment systems, EMR, billing, and WhatsApp marketing to help doctors build a strong digital presence.

Alongside, it provides a free knowledge-sharing platform through its app, giving doctors access to CMEs, journals, clinical cases, and articles—supporting their continuous learning and medical advancement.

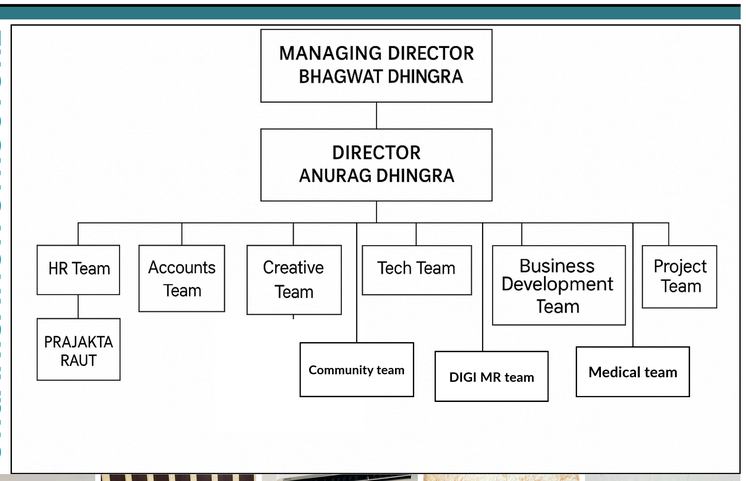
## MISSION

Help doctors grow in the digital world — by making them more visible, more trusted, and more accessible to patients. At the same time, we support their continuous learning with a strong platform for medical education and updates.

## VISION

To become India's most trusted digital healthcare platform—empowering both doctors and patients through smart, reliable, and accessible technology that transforms the healthcare experience.

## ORGANISATION STRUCTURE



## THEORETICAL VS PRACTICAL APPROACH

- Customer segmentation, targeting, and positioning.
- Competitive analysis, market trends, and pricing strategies
- Consumer behavior, marketing funnel stages, and value proposition models.

- Real-time sales pitching to doctors
- Adapt communication styles based on doctor's interest level
- Digital service challenges in the healthcare sector.
- Understood how on-ground objections differ from academic case studies.

**S**

- **Over 9 lakh+ doctors' community**
- **Expert digital marketing team**
- **Global presence**
- **Online booking button integration on Google Business Profile.**
- **Services like website creation, GMB optimization, SEO tools**

**W**

- **Competition from established players like Practo, Healthflix**
- **No seminars/workshops conducted for service awareness**
- **Doctors are hesitant for yearly plans due to commitment concerns**

**O**

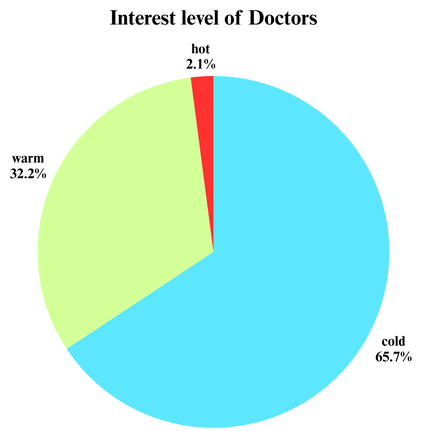
- **Rapidly growing digital healthcare market**
- **Success stories of converted doctors can be used to build trust**
- **Potential for partnerships with hospitals/clinics**
- **Yearly plans with affordable pricing attract budget-conscious doctors**

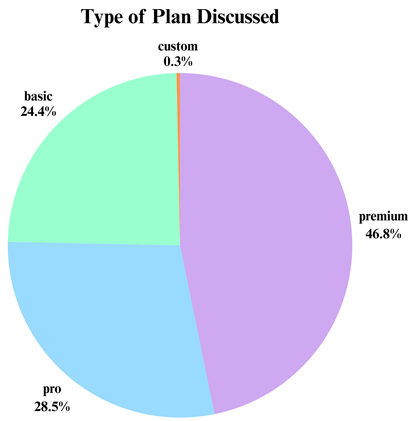
**T**

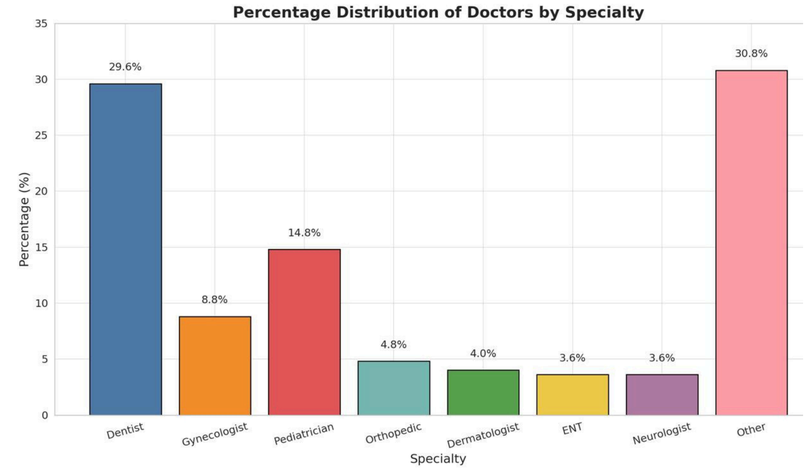
- **Similar services being offered by competitive platforms**
- **Doctors relying on word-of-mouth marketing**
- **Low digital literacy among certain age groups in medical practice**

## CHALLENGES FACED DURING INTERNSHIP

- Digital unawareness among doctors
- Busy schedules made it hard to engage doctors in detailed conversations
- Doctors with past negative experiences on digital platforms were hesitant
- Delay in decision making by the doctors.




## MAJOR LEARNING

- Built confidence and communication skills
- Gained real-world sales experience
- Developed resilience and patience
- Applied theoretical marketing knowledge
- Improved coordination skills
- Learned to tailor sales pitches
- Build long-term relationship skills

## SUGGESTIONS TO THE ORGANISATION

- Offer introductory sessions or trial opportunities to showcase services.
- Start referral programs with converted doctors
- Use CRM tools for lead tracking
- Introduce a system of recognition by providing certificates of appreciation
- Use follow up calls, messages and brochures to maintain engagement
- Share success stroies to build trust and credibility.