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About Company

Medisage E-Learning Pvt. Ltd. was founded in 2019 by Bhagwant Dhingra, Abhishek Ghosh and Anurag Dhingra. Initially, it serves as a global hub for medical professionals to collaborate, share clinical cases, and access educational content, aiming to improve patient care and advance healthcare through digital learning and knowledge sharing. Later, it is developed into a digital healthtech company focused on empowering doctors across India to build their digital presence and expand their knowledge base. It provides doctors with tools like Google My Business profile setup, personal and custom websites, online appointment scheduling, and SEO services to increase their online visibility. Additionally, Medisage offers practice management solutions such as staff panels, billing systems, EMR, and WhatsApp marketing. Along with this, it also offers a free knowledge-sharing platform through unlimited access to CMEs, journals, articles, and case studies via the Medisage app.

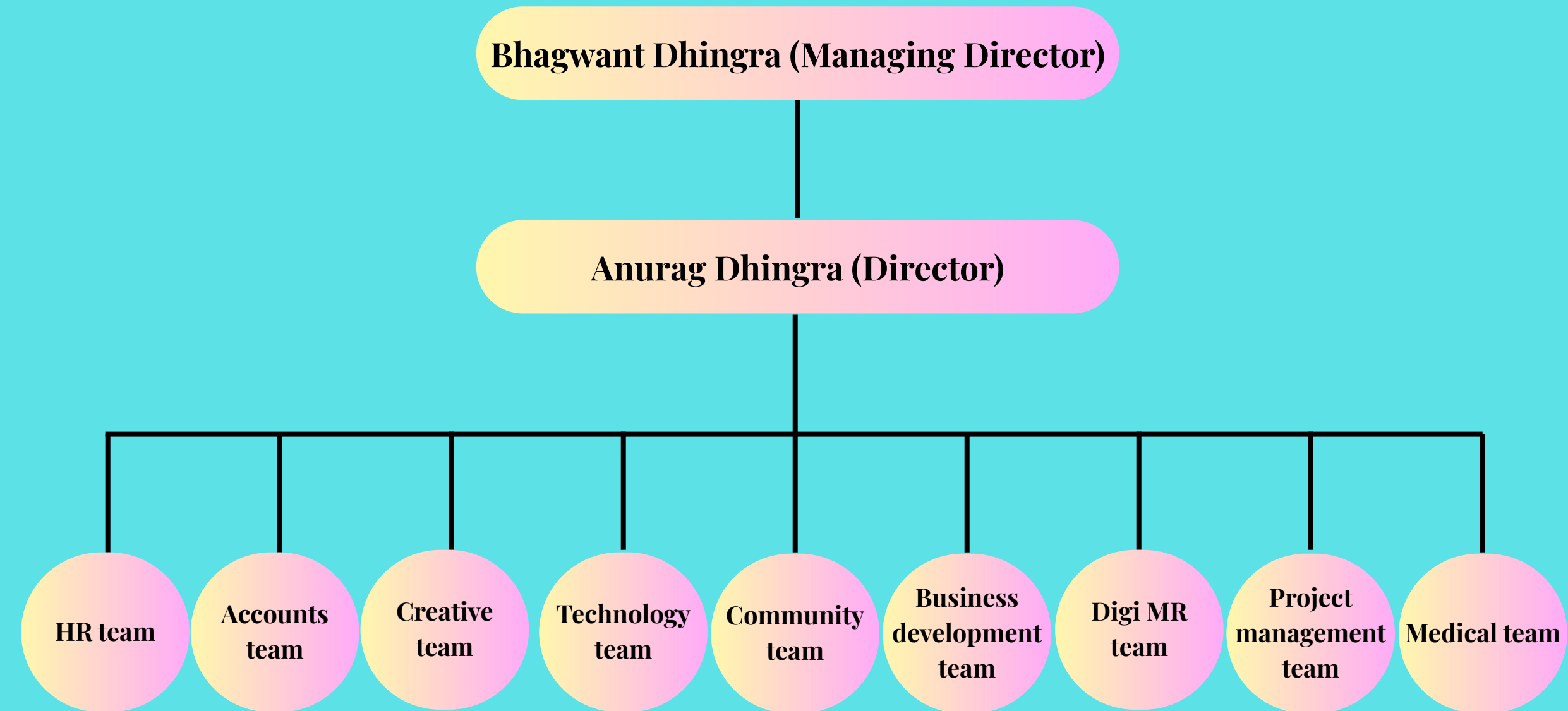
Organisation Vision

Improve healthcare outcomes by empowering doctors globally.

Organisation Mission

Build a healthcare ecosystem by collaborating with stakeholders through deep-tech partnerships around disease awareness, drug and device use, diagnostics and treatment.

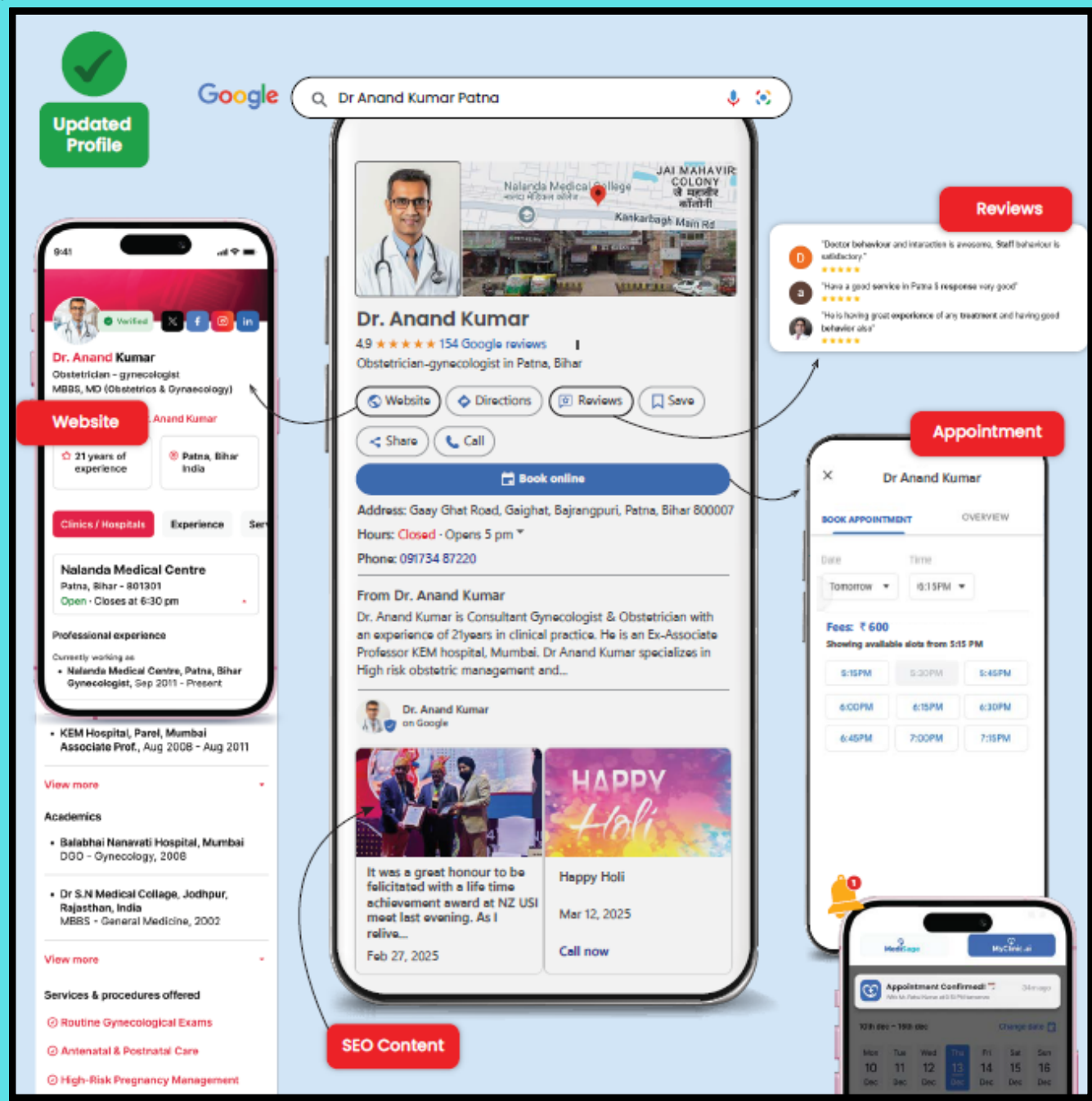
Organisation Structure



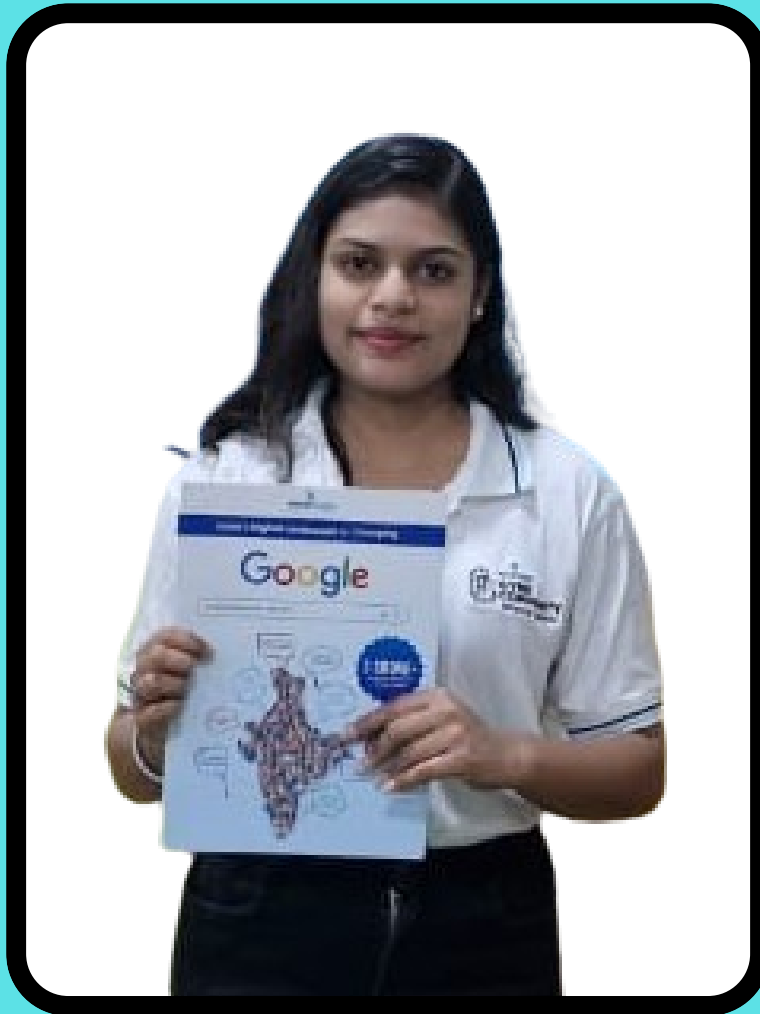
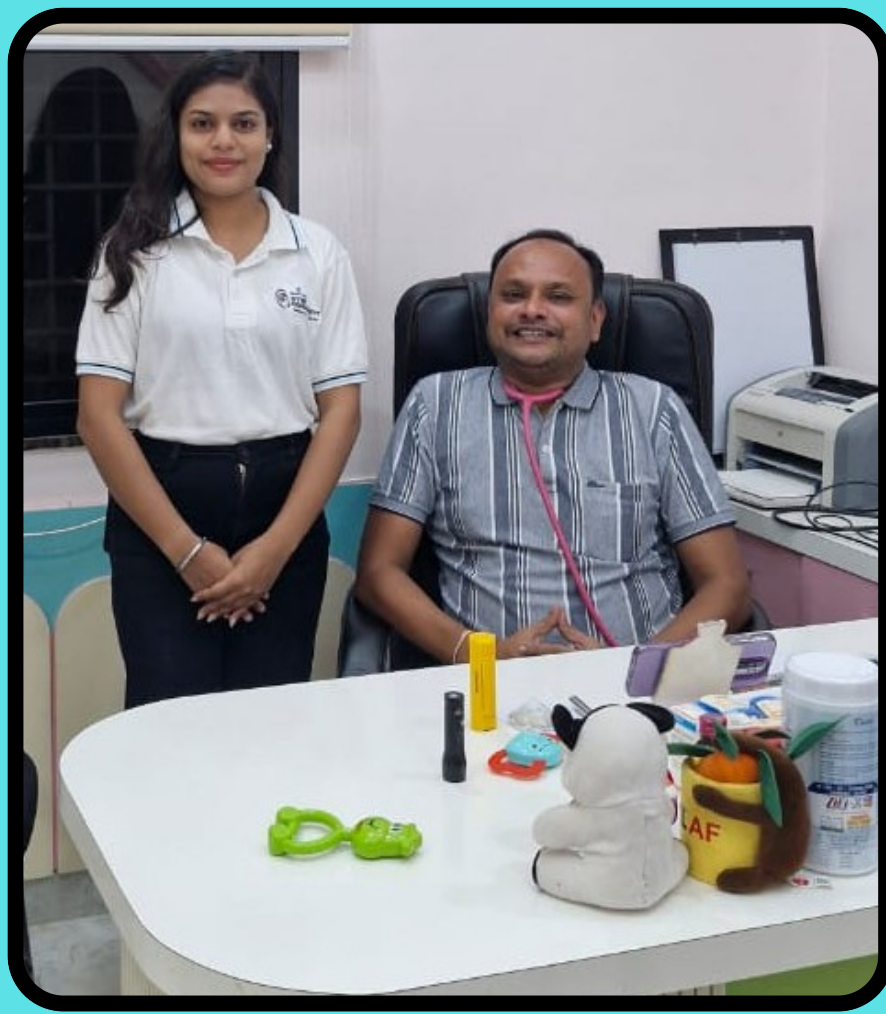
LEARNING AND VALUE ADDITION

Internship Overview

During my internship at Medisage E-Learning Pvt. Ltd., I worked as a Business Development Associate. Our focus was on expanding digital adoption among doctors. My primary responsibilities involved conducting market research to identify potential doctors across various specialisations and geographies, followed by market segmentation into three categories: Cold (disinterested), Warm (interested), and Hot (ready to buy). I actively engaged with Warm doctors by regularly following up with them to address objections and educate them about the benefits of Medisage's digital products. My major target was to influence doctors transition into Hot leads, which further get converted into successful product purchases.



Activity Snapshots



Practical VS Theoretical approach

Practical Exposure	Theoretical Learnings
- Experiencing real world scenarios with actual sales. - Performing live sales pitches during field visits to doctors. - Observing the effect of data analysis on real market trends. - Understanding the need for digital marketing in healthcare from the customer's perspective in the real world.	- Understanding concepts like market research, Customer segmentation and competitor analysis. - How to work and behave in a team and collaborate with CFTs. - Understanding of customer needs by performing data analysis steps such as data collection, data cleaning, Data transformation and data visualisation.

Major learnings from internship

- Importance of digital technology in healthcare and its needs for doctors and patients in the current market conditions.
- Crafting an influential sales pitch and making it personalised according to different customers' requirements.
- Cross functional teamwork and brainstorming solutions for major customer problems and issues.
- Learnt the importance of building relationships post-sale to increase retention and customer satisfaction.

Suggestions for improvement

- Organize webinars, CMEs, or in-clinic demos focused on showcasing benefits of digital tools (GMB, EMR, WhatsApp marketing, etc.).
- The company shall focus on one function that will give it a good reputation in the market and create a USP for the market positioning statement.
- The company shall improve customer assistance to get positive feedback from customers and encourage repeat purchases.
- The company must start providing free software demonstrations to doctors for a certain period to increase doctors' adoption of the company's products.

TOWS analysis

STRENGTHS

WEAKNESS

OPPORTUNITIES

THREATS

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- The Medisage E-learning application can be used to build trust and network among doctors by conducting online CMEs. - The use of my Clinic software for clinic management and patient database storage will help to become doctor digital partner. - WOW clinic application will be useful to take advantage of EMR implementation under ABHA mission.	- Providing discounts and free offerings on the products to capture market share in tier 3 cities. - Differentiating products based on unique features designed for the customer. - Digital Training to be given to the Doctors regarding utilising digital technology to improve patient satisfaction and improve trust among HCPs.
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- Need to position Medisage as a doctor-focused digital marketing company to eliminate the competition from the market and gain market share. - Google partnership can be used to remark exclusivity of the platform among reluctant customers. - Make affordability a tool to differentiate the company in a price-sensitive market.	- Utilise AI and ML technology to improve doctors and patient satisfaction for increasing brand awareness and gaining customers trust. - Perform more follow-ups to educate the doctors about the need for digital transformation by giving data-based real-world evidence. - Use an end-to-end encrypted model to secure highly confidential information to gain customer trust.

Challenges faced during internship

- Difficult to align doctors to understand the digital needs and the changing landscape of the country towards digitisation.
- Tough to influence the doctors for onboarding and buying products from us due to intense competition in the market and resistance from the doctors as well.
- Tackling real-time cross-questioning from doctors about the company's products and their features.
- Resistance from older and popular doctors in giving time for meetings and acknowledging the digital needs.

SWOT analysis

Strengths

- Niche segment: Dedicated only to the doctor community.
- Partnership with Google for making premium GMB profiles
- 9 Lakh+ onboard doctors network
- AI-based website creation.

Weaknesses

- The brand is new in the market and less recognised among doctors.
- There is no specific USP for marketing the products.
- Doctors are unaware of the need for digital identity and online visibility.

SWOT ANALYSIS

Opportunities

- There is an increase in demand for digital technology in the market after COVID-19.
- Hugh potential in Tier-3 cities market.
- To become a doctor digital partner.
- Government implementation of ABHA accounts boosts the digital age in healthcare.

Threats

- Intense competition in the market such as Practo, Healthplix etc.
- Resistance from popular and older doctors.
- Losing market share in price sensitive market.
- Fear of data sharing and losing privacy concerns.

