

About Company

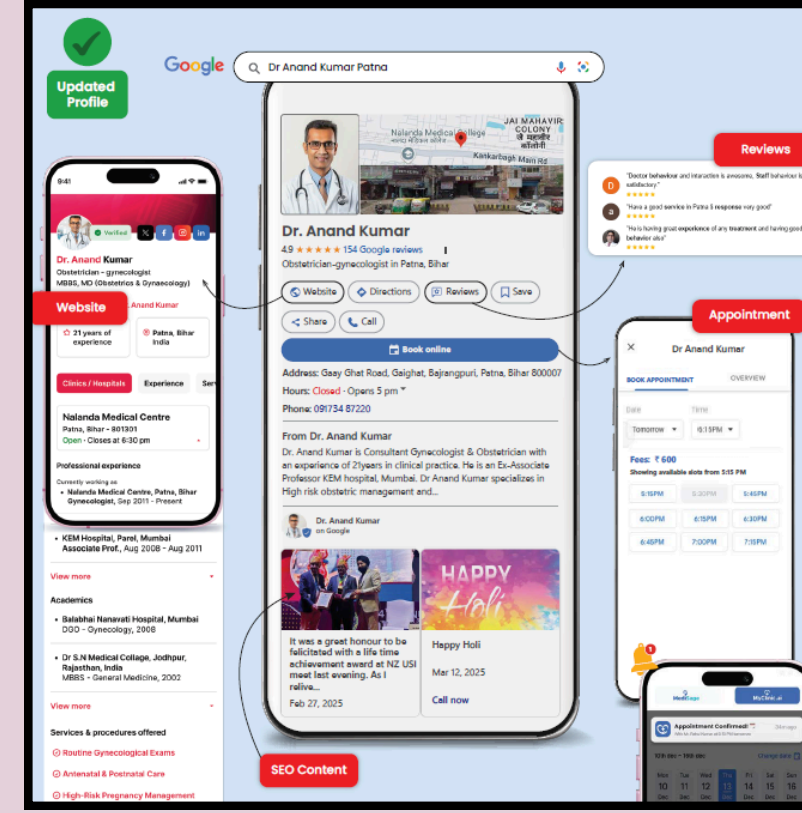
Medisage E-Learning Pvt. Ltd. was founded in 2019 by Bhagwant Dhingra, Abhishek Ghosh and Anurag Dhingra. Initially, it serves as a global hub for medical professionals to collaborate, share clinical cases, and access educational content, aiming to improve patient care and advance healthcare through 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

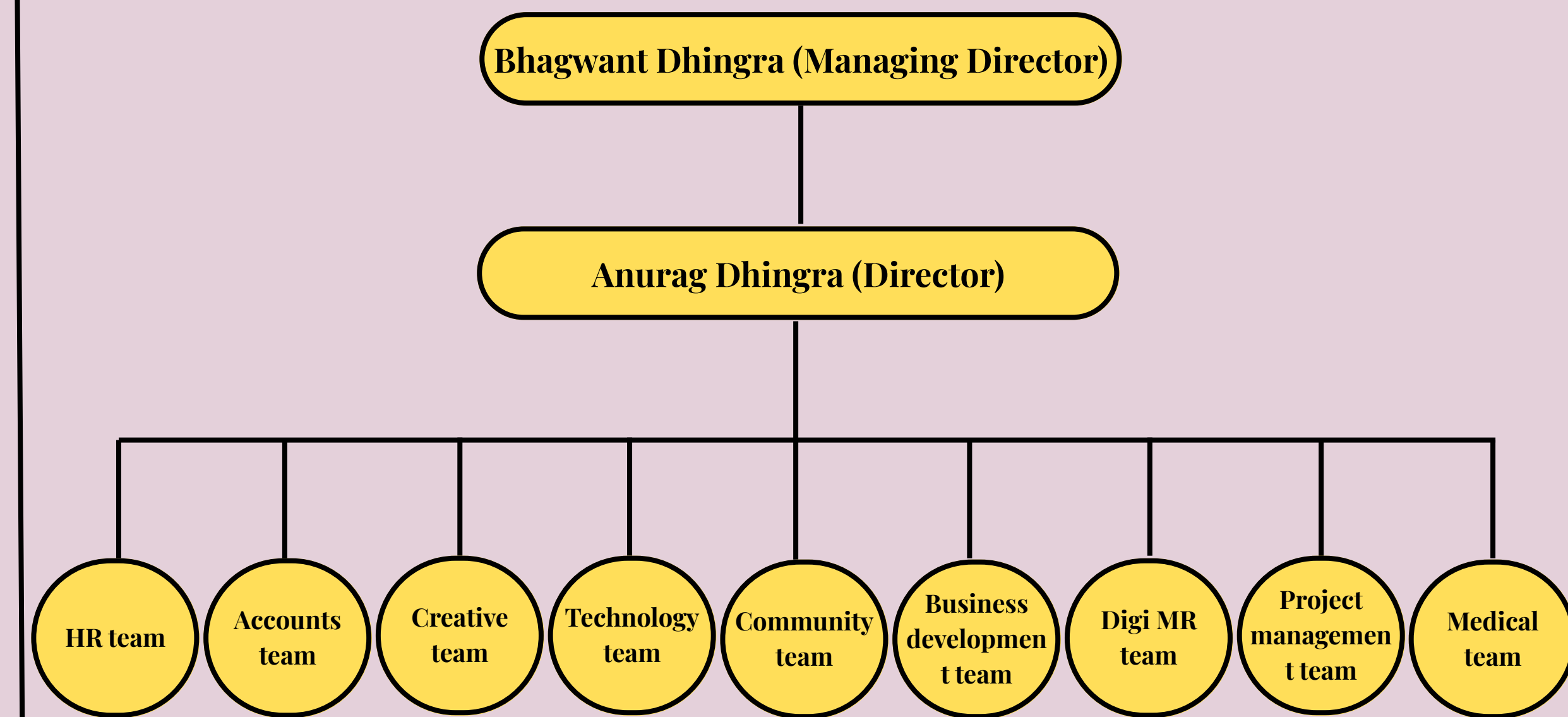
Improve healthcare outcomes by empowering doctors globally.

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

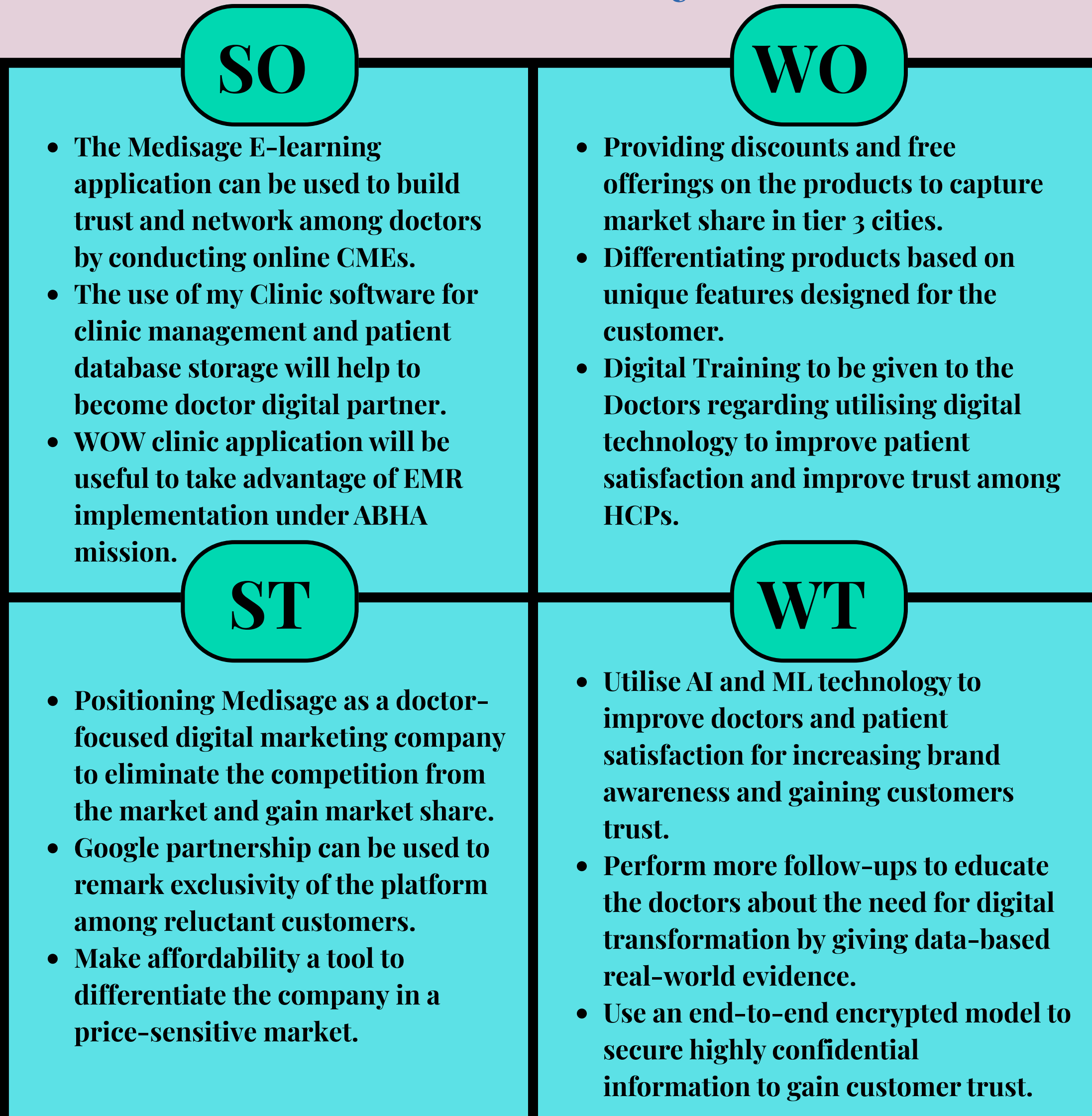
Internship Overview

During my internship at Medisage E-Learning Pvt. Ltd., we worked as Business Development Associates. Our focus was on expanding digital adoption among doctors. Our 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). We 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. Our major target was to influence doctors transition into Hot leads, which further get converted into successful product purchases.

SWOT analysis



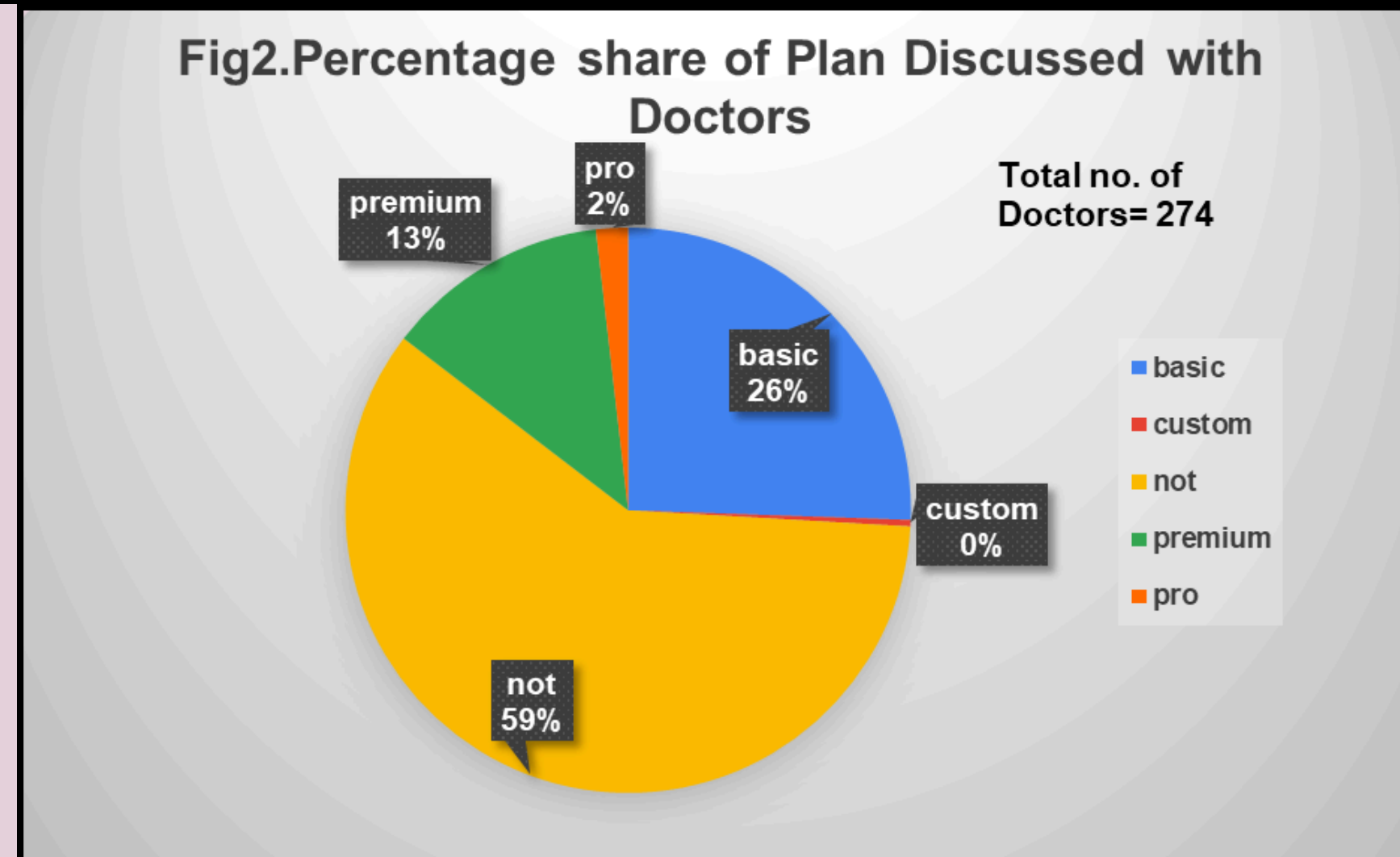
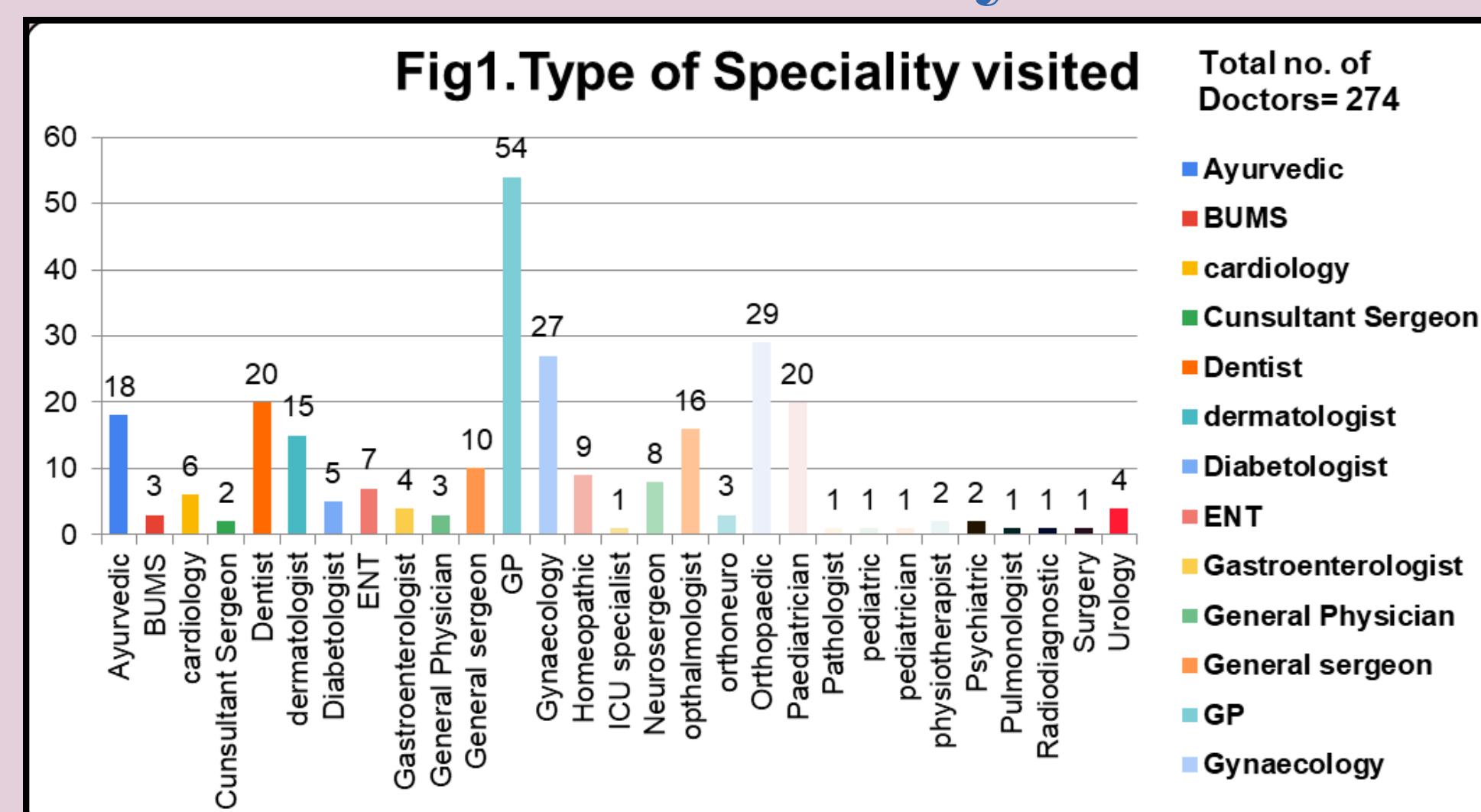
TOWS analysis



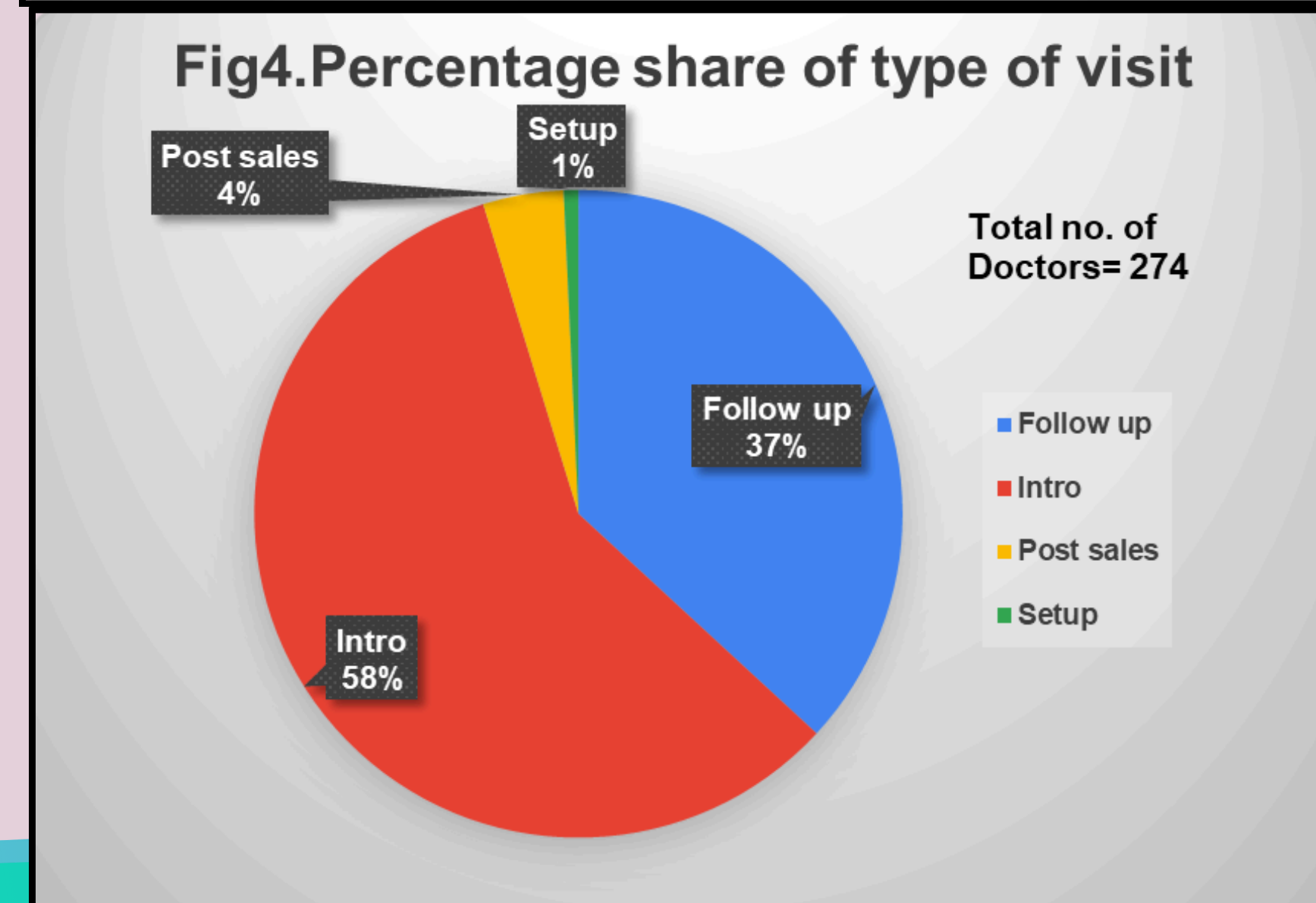
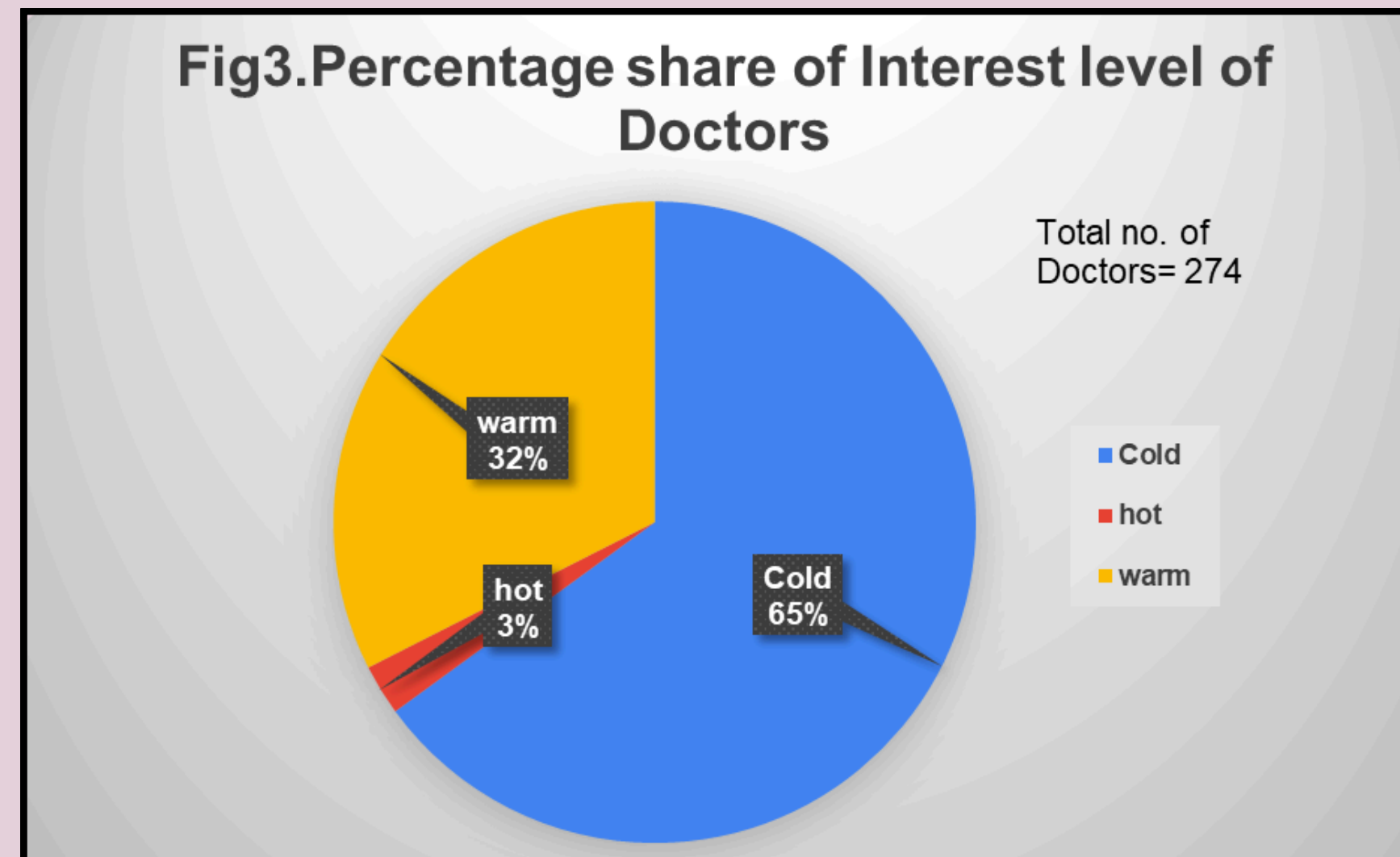
Activity Snapshots



Market analysis



Basic	Premium	Pro	Custom
Rs 4,999/Year + taxes	Rs 9,999/Year + taxes Rs 6,999/Year + taxes	Rs 25,000/Year + taxes Rs 19,999/Year + taxes	Rs 50,000/Year + taxes Rs 39,999/Year + taxes



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.

Challenges faced during internship

- It wasn't easy 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.

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.
- Establishing a strong relationship with successfully converted doctors after plan sales for building trust, encouraging repeat business, and creating brand advocates.
- Engaged with tech, creative, and community teams, fostering collaborative problem-solving.

Suggestions for improvement

- 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.
- Organize webinars, CMEs, or in-clinic demos focused on showcasing benefits of digital tools (GMB, EMR, WhatsApp marketing, etc.).