

**“INCREASE THE ORGANIC REACH
OF
SHIELD CONNECT”**

By
Rinki

Dissertation submitted in partial fulfilment of the requirements of the degree MBA
Pharmaceutical Management
Academic Year, 2019-2021
Shield Healthcare Pvt Ltd

Industry Mentor
Miss Chitra Kala

Faculty Guide
Dr Sandeep Narula



DECLARATION BY STUDENT

I hereby declare that this dissertation titled Increase the organic reach of Shield Connect is the bonafide record of my original researchwork. I declare that it has not been submitted to any other university or institution for the award of any degree or diploma. Information derived from the published or unpublished workof others has been duly acknowledged in the text.

(Signature)

A handwritten signature in blue ink, appearing to read 'Rinki', with a long horizontal stroke extending to the right.

Name of Student - RINKI

Date - 25th June 2021

CERTIFICATE

This is to certify that **Ms.Rinki** in partial fulfillment of the requirements for the award of the degree of MBA (Pharmaceutical Management) from the IIHMR University, Jaipur has successfully completed her internship at **Shield Healthcare Pvt. Ltd** during April 10, 2021 to June 19,2021.

Place : Chennai

Date : 30/06/2021



For Shield Healthcare Pvt. Ltd.

A handwritten signature in blue ink, appearing to read "S. Venu", written over a horizontal line.

Sr.Manager HR & Systems

CERTIFICATE

This is to certify that dissertation titled “**Increase Organic reach of Shield Connect**” is a record of the research work undertaken by **Rinki** in partial fulfillment of the requirements for the award of the degree of MBA (Pharmaceutical Management) from the IIHMR University, Jaipur under my guidance and supervision and her approach to the research study has been sincere, scientific, and analytical.

Faculty Guide

IIHMR University, Jaipur

Date

School Dean

IIHMR University, Jaipur

Date

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1. ACKNOWLEDGEMENT

It is an extraordinary joy for me to recognize each one of the individuals who have contributed towards the origination, cause and supporting of this task. This work was completed at the School of Pharmaceutical Management, The IIHMR University, Jaipur, Rajasthan.

It is a great second for me, to articulate all my appreciation to my regarded guide and preceptor **Dr Sandeep Narula**, Associate Professor & Assistant Dean, School of Pharmaceutical Management, The IIHMR University, for his boundless direction, significant proposals and consistent support over the span of this examination. It is with friendship and love that I recognize my obligation to him and his extraordinary commitment, regularly a long way past the honorable obligation. Aside from controlling me, his unwiring moral help and exhortation.

I am likewise appreciative to **Miss Chitra Kala** from Shield Healthcare Pvt Ltd for allowing me the chance to work with them in their association and for their regarded and important help during the fruition of this undertaking.

Right now, to wrap things up, express my heartiest respects to **My Family** for their vivacious, good and efficient help that supported my spirits. It was the gift of them that gave me the fearlessness to confront the difficulties and made my way simpler. It is a result of them I have arrived at where I am today.

RINKI

2. COMPANY PROFILE:

Shield is founded in 1995, by R L Mahadevan Iyer, began the journey with a promise to introduce novel therapeutic options for better clinical outcomes. Shield is ranked as top 10 in represented market and top 100 companies in India under Gynaecology segment. Shield has a diverse portfolio of brands that are backed by scientific evidence from clinical trials and research investigations. Over the years, shield have evolved to become the best through different collaborations and partnerships helping us to innovate in the field of Women's Healthcare. Shield strive to become the leaders in Obstetrics & Gynaecology and have their strong presence in PCOD/Menopause domain along with the collaboration with International partners like Loli Pharma, Italy and Natural Endo, Korea. Shield recently merged with two companies like Nutri Synapzz and Brio Bliss Life Science. Shield have started evolving in Paediatric Neurology and soon plan to lead the domain with knowledge and expertise in this field.

Vision

To become the most respected Pharmaceutical Company driven by Innovation, Science & Excellence.

Mission

To become the leader in chosen therapeutic segments of IVF, Gynaecology, Infertility, Urogenital, Menopause, post-partum care, multivitamins, immunomodulators and Paediatric Neurology.

Core Objective: 5G (Future is Calling)

1. Great Execution
2. Genuine Customers
3. Generous People Policy
4. Grand Incentives
5. Growth, Growth, Growth

Key Strengths

Shield's major competitive advantages have been its in-house domain expertise, access to scientific know-how, and capacity to develop viable, ground-breaking solutions. Shield's strategic think tank has a collective understanding of 200 man-years in the field of pharmaceutical solution identification and marketing. Shield's product management team has been developed and cultivated in order to identify unique, holistic, and scientifically advanced solutions. Shield obtains a comprehensive understanding of the

healthcare needs of patients and caregivers by ongoing engagement with KOLs (Key opinion leaders) and topic specialists around the country. Shield additionally selects and collaborates with partners/agents who have a strong research background in order to develop and promote industry-leading solutions in these categories. Shield's marketing strategies are based on the above to make them not only strong but also scientifically insightful, resulting in a high level of influence among practising physicians.

Footprints of Shield

Shield operates in 16 states across the country. Shield has a considerable presence in Central India, the West East, and the North East, in addition to the four southern states. Shields' field force consists of 450 front-line employees who are well-supported by the company's management.

Customer Oriented

The belief that consumer satisfaction is just as vital as their products and services has helped this company build a large customer base that is growing by the day. This organisation hires people that are passionate about their jobs and put forth a lot of effort to fulfil the company's overall vision and objectives. This company plans to extend its product and service offerings soon in order to serve a broader clientele.

Research & Development

Shield has unique product range in the chosen segment of Gynaecology and Paediatric Neurology and supported by scientific evidence. Shield is poised for a phenomenal growth in the coming years with its 10 ongoing clinical trials to show the scientific evidence of the brands with strong medical team. There were 5 publications in reputed journals and 2 international publications (eSHRE) for Shield products.

Novel Brands

When new therapy choices are introduced, they are frequently received with questions, as well as a demand for qualifications and evidence. Shield makes an ongoing effort to introduce items that are backed by its convictions, which are based on a thorough comprehension of research investigations. Each product in Shields portfolio is backed up by data from clinical trials and research studies that validate Shields formulation choice for the targeted therapeutic sector. When new therapy choices are introduced, they are frequently received with questions, as well as a demand for qualifications and evidence. Shield makes an ongoing effort to introduce items that are backed by its convictions, which are based on a thorough comprehension of research investigations. Shield's product portfolio is backed up by data from clinical trials and research studies that back up Shield's formulation decision for each therapeutic sector.

Awards and Achievements of Shield

Shield recently achieved the prestigious IHW award in Dec 2020 for its achievements in Reproductive and Sexual healthcare for providing substantial health benefits to patients in infertility segment. Shield always supports science and always stands with creating awareness on Women's health. Now Shield Focussed on Women's Health, providing solutions for New Age disease for Women of 21st Century. With the digital presence of Shield Connect, where the information related to Women's Health, Infertility & Paediatrics. For doctors, this platform is a unique academic opportunity to learn & share and to connect with the eminent faculty across the globe. For patients and public, it's an awareness forum to break the myths and build correct understanding related to diseases. We assure to provide the most credible & latest information with In-depth reference materials, experts opinions and discussions on challenging experiences and solutions.

3. COMPANY PRODUCTS

Brand Name	Ingredients	Indications
APCOD	Myoinositol- 2gm Vitamin D3- 1000 IU Folic acid- 1gm	In anovulatory PCOS and IVF treatment for oocyte quality.
APCOD MAX	Myoinositol- 2gm D-Chiro inositol- 50 mg Alpha-Lactalbumin- 50 mg Vitamin D3 -400 IU	PCOS with gut dysbiosis to patient with BMI>25 and age>25 years
APCOD OBIS	Myoinositol- 2gm Vitamin D3- 1000 IU D-Chiro inositol- 50 mg	Obese PCOS with BMI >25.
GDM SAFE	Myoinositol- 2gm Vitamin D3- 1000 IU D-Chiro inositol- 50 mg	Prevents gestational diabetes in high-risk patient and in GDM case
OVAA SHIELD	N-acetylcysteine 600 mg Clomiphene Citrate 50 mg Astaxanthin 4 mg	Ovulation induction in ART/IVF treatment
OVAA SHIELD DS	100 mg Clomiphene Citrate 600 mg N-acetylcysteine 4 mg astaxanthin	Ovulation induction in ART/IVF treatment
ZOAMATES	Myoinositol- 4000 mg L-Carnitine- 250 mg Lycopene- 2.5 mg Astaxanthin- 4 mg L-Arginine- 100 mg Taurine- 100 mg Zinc- 55 mg	Formation of good quality spermatozoa

	Selenium- 70 mcg ATP-20 mg Vitamin D- 1000 IU	
TOTALIS	2 billion cfu Lactobacillus acidophilus 2 billion cfu Lactobacillus rhamnosus 2 billion cfu Lactobacillus reuteri 1 billion cfu Lactobacillus pantarum 1 billion cfu Lactobacillus casei 1 billion cfu Lactobacillus fermentum 1 billion cfu Lactobacillus bifidum	Itching, white discharge and odour associated with vaginal infections
ESTRO G	Cynanchum Wilfordii- 2.57 mg Phlomis Umbrosa- 0.129 mg Angelica Gigas- 1.0023 mg	Perimenopause, mesopause and postmenopausal symptoms
PRIWASH	1.016 percent w/v lactoserum (whey) 1.20 percent w/v lactic acid 0.05 percent w/v tea tree oil 0.25 percent w/v sea buckthorn oil 1.0 percent w/v aloe vera extract	For Perineal hygiene
UTI FLUSH	Potassium Magnesium Citrate- 978 mg D-Mannose- 140 mg Rosemary Extract- 100 mg Cranberry Extract- 72 mg	For Urinary tract infection associated with burning, micturition, pain and recurrence
ENDOVAS	L-Arginine- Magnesium citrate-	For implantation
RUDIMIN	2000 IU Vitamin A Palmitate 2.5 IU Vitamin E Acetate 400 IU Vitamin D3 1 mg thiamine hydrochloride 0.5 mg Pyridoxin Hydrochloride 1 mg riboflavin 10 mg niacinamide 25 mg L-Lysine Mono Hydrochloride 13.3 mg zinc sulphate	For Pediatric vitamin deficiency and stimulant for growth
RUDIMIN MU	Curcuminoid extract-150 mg Tinospora Cordifolia extract-500 mg Aloe Vera extract-100 mg 100 mg Ocimum Sanctum extract 50 mg vitamin C 6 mg zinc bisglycinate 20 percent betacarotene - 4.8 mg 65.70 mcg sodium selenate 400 IU Vitamin D3	Vitamin supplement, Immunity enhancer including respiratory immunity
DFRAG	Co-Enzyme Q10- 100 mg Astaxanthin 1%- 8 mg Vitamin D3- 1000 IU Selenomethionine- 40 mcg	In sperm DNA fragmentation for ART therapy

PROGENIX	L-Cartinine L-Tartrate- 300 mg Co-Enzyme Q10- 100 mg Lycopene 10% powder- 25 mg Zinc Sulphate Monohydrate- 12.5 mg Protodioscin- 80 mg	In oligoasthenoterato- zoospermia
EGRICH	Co-Enzyme Q10- 150 mg DHEA- 40 mg Gamma-Tocotrienol- 12.5 mg Zinc Sulphate Monohydrate- 12.5 mg Policosanol- 10 mg L-Tryptophan- 1.5 mg Cholecalciferol- 1000 IU	For oocyte developmental competency in POR patient.
Mbyo Safe	L- Arginine- 3 gm Leucin- 400 mg	High blood pressure during pregnancy, boosts immune system by necessary dietary elements and promote vasodilation for healthy pregnancy.
M-Torr 800	L-Leucine- 800 mg	in poor ovarian reserve

4. INTRODUCTION:

Shield Connect:

Platform for information related to Women's Healthcare Problems, Infertility and Pediatrics Care.

Shield, connects & partner with aspiring and leading doctors to learn and share their knowledge in their domain on its Digital Platform – "Shield Connect". Shield Connect is a one-stop destination to find information related to Women's Health, Infertility & Paediatrics. For doctors, this platform is a unique academic opportunity to learn & share, as it connects with the eminent faculty across the globe. For patients and public, it is an awareness forum to break the myths and build correct understanding related to diseases. It assure to provide the most credible & latest information with In-depth reference materials, experts opinions and discussions on challenging experiences and solutions.

Mission:

Our Ultimate goal is to connect and provide best in class assistance, so that the state of Women's health & Pediatric care can be improved.

Shield Forum provides quick and easy access to doctors at any time and from any location. Many doctors are available to answer queries online at any time of day.

Objectives:

- Build Network
- Access Knowledge
- Solve Problems
- Interactive Discussions

Activities in Shield Connect:

- Blogs
- Webinars
- Awareness Pages
- KOL Spotlight
- Pages Special Days
- Case Discussion
- Library

The Indian pharmaceutical sector, worth \$17 billion, is undergoing a digital transition. Companies are forsaking traditional marketing in favour of digital marketing, according to study. This new technology provides professionals with scientific details as well as the usage of sophisticated algorithms to acquire better insights into issues like patient compliance. Mobile apps and social media will play a larger role in this increase, according to the study, which is part of a larger report on global digital marketing trends. This would allow India to catch up to its tech-savvy emerging market peers like China, where nearly half of enterprises are expected to spend more than a quarter of their marketing budget on digital marketing.

As seen by recent launches, pharma businesses in India have begun to transition to new technology. Sun Pharma released RespiTrack, a smartphone app, earlier this year to raise asthma awareness and improve adherence to treatment regimens.

Others, such as Abbott Healthcare, see India as a testing ground for tech breakthroughs that may be copied globally. Knowledge Genie, a heart and liver app, and another for vertigo exercises were among the products introduced. Some of them use augmented and virtual reality to involve clinicians and patients alike.

The success of moving any business online and structuring it digitally is due to the ease of access to information available online as well as the increased enthusiasm of consumers to investigate digital technologies. Many doctors have begun to incorporate digital technologies into their medical practises in this digital age. Doctors have become internet savvy, keeping up with the latest medical developments and even changing their patients' treatment plans based on the information they find on the internet.

Furthermore, Pharma Digital Marketing in India has made it easier for sales staff to reach doctors, as getting face time with doctors has gotten increasingly difficult. Patients, too, have grown more proactive about their health, seeking information about their medical treatment from a number of web sources.

Although pharmaceutical businesses in India are attempting to explore the huge realm of digital marketing, they are not taking full advantage of the various digital routes that are already open to them. Because the majority of people access the internet through their mobile devices, most online websites are mobile friendly. Only approximately 4% of pharmaceutical companies, on the other hand, have mobile-friendly websites.

Search Engine Optimization for Pharmaceutical Industry

Any industry's key pillar is search engine optimization. Pharmaceutical SEO is no different, as ranking for pharma-specific keywords necessitates a large amount of keyword-rich material.

One can keep ahead of the competition by concentrating their efforts on SEO. Many other pharmaceutical companies will be attempting to sell the same drugs under other brand names.

For pharmaceutical companies, here are some SEO and digital marketing methods to consider:

- Concentrate on long-tail keywords related to your products. For example, "chronic migraine drugs," "chronic migraine treatment," and "chronic migraine symptoms."
- On-page optimization: Ensure that all of your pages are adequately optimised in terms of titles, meta descriptions, and relevant keywords so that Google can comprehend your pharmaceutical brand.

- **Backlinks:** To boost pharma brand authority, seek out relevant industry-specific backlinks from reputable resources, magazines, and blogs.

5. LITERATURE REVIEW:

In their article, the writers Younes Ben Said, Nicola Luigi Bragazzi, and Natalia Valeryevna Pyatigorskaya **“Prevalence and Perceived Effectiveness of Pharmaceutical Digital Marketing among Community Pharmacies in Saudi Arabia”** examines the popularity and effectiveness of direct-to-consumer digital marketing methods. The non-repeated random sample technique was used in a cross-sectional study design. Face-to-face interviews or online via the web software Sphinx were used to administer standardised questionnaires (Python Documentation Generator). For all of the digital media tested and all of the distinct groups of respondents (pharmaceutical sales representatives, community pharmacists, consumers, and the entire sample), the relative importance of prevalence (RIP) and the mean evaluation of effectiveness (MEE) were determined. The coefficient of variation was used to analyse inter-individual variations in RIP and MEE, whilst inter-group differences were determined using one-way analysis of variance (ANOVA) with the Scheffé test as a post-hoc test. According to the findings, pharmaceutical advertising tools were more widespread on healthcare websites, according to all respondents. In terms of marketing communication, however, all respondents said social media networks and chat messengers were the most effective. To summarise, the findings of this study provide a clearer understanding of which digital platforms are more commonly employed as media for direct-to-consumer pharmaceutical promotion, as well as which platforms are thought to be the most effective for marketing communication.

The authors **Rengaraj Tammineni, Raveendra Nachiappan, Sivagami Iswarya (2020)** in their article **“Perspective of Physicians regarding the role of webinars on medical education during the COVID-19 pandemic”** describes the view of physicians regarding the online webinars. An online survey was undertaken by sending questionnaires to a variety of doctors, the majority of whom were ophthalmologists, and statistical analysis was completed. The survey highlights the characteristics of a webinar and provides areas where it could be improved. Webinars are also preferred over conferences and CME events due to the numerous benefits mentioned previously.

Furthermore, the majority of respondents would like to earn CME credit by participating in sponsored webinars. This is perhaps something that should be explored for future scientific programmes. Conferences, on the other hand, have their own flavour, and the majority of doctors agree that webinars should not be used in place of conferences, but rather as an addition to them. A hybrid approach of the scientific programme, in which delegates can attend live or virtually, could be an option.

The authors **Magdalena Syrkiewicz Switala, Piotr Romaniuk, and Ewa Ptak (2016)** in their article **“Perspectives for the Use of Social Media in e-Pharmamarketing”** conducted a survey on 50 biggest pharmaceutical companies operating in Poland. The vast majority of pharmaceutical businesses (86 percent of those asked) have a social networking account, according to the findings. The most popular services were Facebook (76%) followed by Twitter (34%), LinkedIn (32%), and Google+ (32%). (12 percent). These are also the most popular portals in the world. Facebook has 1.59 billion users, Twitter has 320 million users, LinkedIn has 100 million users, and Google+ has 1 billion users worldwide despite being the newest (opened in 2011).

The YouTube platform is also beneficial to the great majority of pharmaceutical companies. YT already has over 1 billion users worldwide. Only 32% of the companies surveyed utilise YouTube for advertising reasons, despite the fact that 70% of them give audiovisual messaging in this method.

Video marketing and discussion forums aren't as popular as they once were. Blogging isn't particularly popular. None of the businesses used chat. Companies use social networking to deliver information (56 percent), try to improve their image (54 percent), and engage with professional personnel and customers (28 percent). 26 percent of the businesses polled seek to boost product sales. Only 8% of them use social media to boost their brand awareness.

Pharmaceutical companies can use social media to accomplish a variety of objectives. They can boost knowledge, establish relationships, increase sales of their own products, and ultimately serve broader social goals. They should definitely re-orient their marketing activities toward new instruments of communication available via the Internet to stay up to date with the dynamic changes happening in social life and communication channels, since they appear to be ignoring the potential benefits of e-pharma marketing.

6. RESEARCH METHODOLOGY:-

- **Study design:** a systematic review based on secondary qualitative research
- **Data collection:**
 - Primary:** Data was gathered using a structured questionnaire created with Google Forms.
 - Secondary:** Secondary resources are found using a search engine such as Google and various combinations of relevant phrases and keywords.
- **Duration of the study:** April 2021 to June 2021
- **Source of information:** Research studies and publications
- **Method of analysis:** Combination of content and narrative analysis
- **Process of research work:** Keywords selected to search relevant articles- Increase organic reach, digital marketing, SEO strategies, driving traffic to website, google analytics, webinar preferences of doctors and keyword research.
- **Sample size:** Total 50 people were included in the study.
- **Data Analysis and Interpretation:** With the use of proper statistical methods, the data was analysed and interpreted to arrive at the conclusions.

7. ANALYSIS & DISCUSSION:-

With the help of Google analytics, the performance of Shield connect website has been analyzed and following are the findings:

Duration: 1st May 2021 – 21st June 2021

The total number of users, sessions, bounce rate and session duration for 2 months:

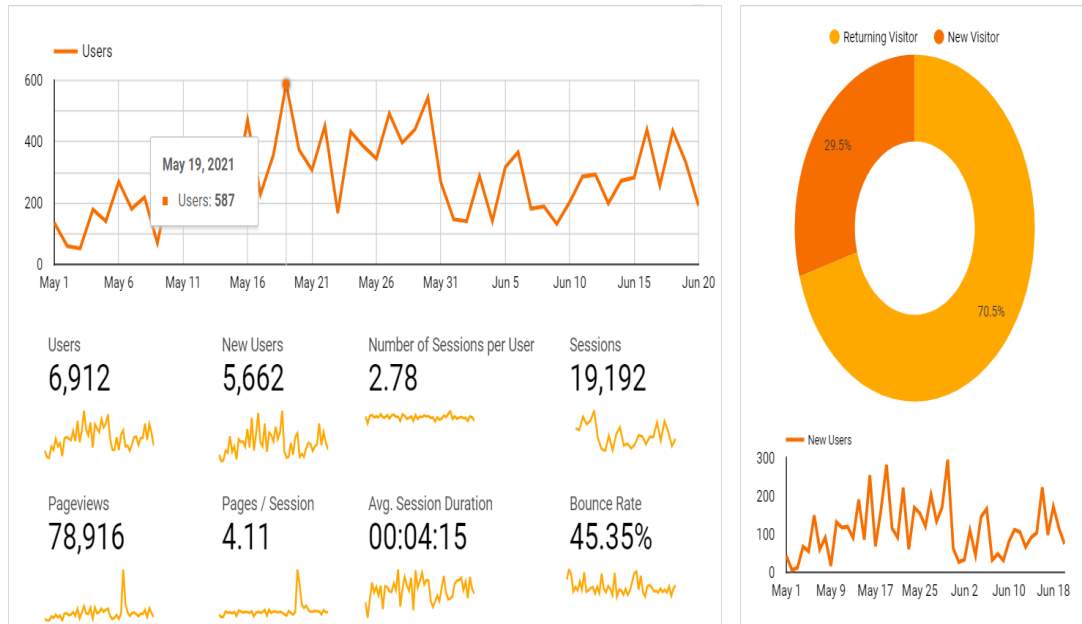
Users	Sessions	Bounce Rate	Session Duration
7K	19K	45.35%	4m 15s

Avg. Time on Page
00:01:22

Avg. Session Duration
04:15

New Users
5.7K

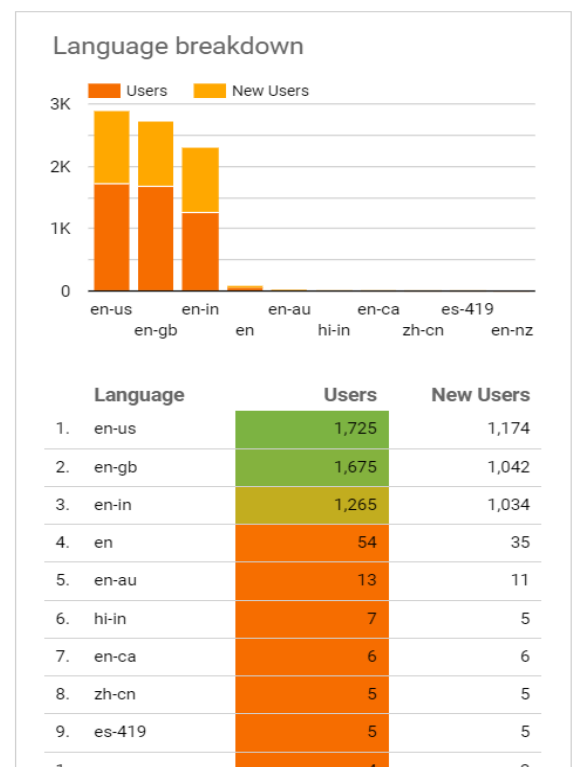
Audience overview:



May 19th experienced greatest number of users i.e around 587 users, in span of 2 months.

29.5% i.e 5,662 users were new visitors and 70.5% i.e 13,530 users were returning visitors to the website.

English was the most preferred language among the users of Shield connect.



	Country	Users	% Users
1.	India	6,589	 95.12%
2.	United States	176	 2.54%
3.	United Kingdom	16	 0.23%
4.	(not set)	14	 0.20%
5.	China	12	 0.17%
6.	United Arab Emirates	11	 0.16%
7.	Bangladesh	11	 0.16%
8.	Canada	9	 0.13%
9.	Peru	9	 0.13%
10.	Iraq	7	 0.10%

	City	Users	% Users
1.	Chennai	1,101	 13.54%
2.	Hyderabad	886	 10.90%
3.	(not set)	470	 5.78%
4.	Bengaluru	435	 5.35%
5.	Lucknow	344	 4.23%
6.	Pune	304	 3.74%
7.	Bhubaneswar	301	 3.70%
8.	Patna	289	 3.55%
9.	Mumbai	286	 3.52%
10.	Coimbatore	245	 3.01%

These are the top 10 countries from where traffic is generated on shield connect for the month of May 2021 and June 2021. Largest number of users were from India i.e 6,589 users which is about 95.12% users of shield connect.

Then on 2nd rank, United States gave around 2.54% users.

And on 3rd rank, United Kingdom gave around 0.23% users.

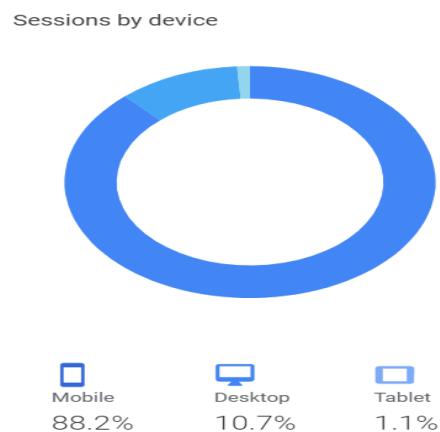
In India, the highest number of users on Shield connect belongs to the city Chennai i.e. 13% traffic is generated from Chennai and on 2nd position Hyderabad generates around 10.90% traffic.

If we talk about the System used, then in Browser, Chrome

Sessions by device

Browser	Users	% Users
1. Chrome	3,990	57.35%
2. Safari	1,572	22.60%
3. Samsung Internet	780	11.21%
4. Android Webview	444	6.38%
5. Firefox	44	0.63%
6. Edge	40	0.57%
7. Opera	24	0.34%
8. UC Browser	24	0.34%
9. Safari (in-app)	18	0.26%
10. Android Browser	10	0.14%

was most preferred bowser among the users of Shield connect.
Around 57.35% of users used Chrome and 22.60% users used Safari in order to browse the Shield connect website.

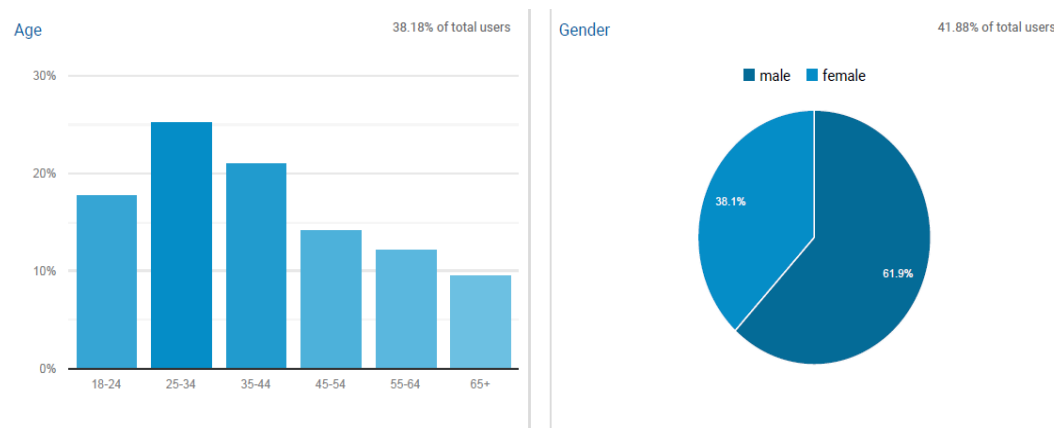


These are the top devices used by users of Shield connect, with 88.2% users prefer Mobile phones to browse the website of Shield connect, 10.7% uses Desktop and only 1.1% prefer tablets.

Operating System	Users	% Users
1. Android	4,663	67.01%
2. iOS	1,604	23.05%
3. Windows	501	7.20%
4. Macintosh	108	1.55%
5. Linux	72	1.03%
6. (not set)	8	0.11%
7. BlackBerry	1	0.01%
8. Tizen	1	0.01%
9. Windows Phone	1	0.01%

Talking about the Operating system, about 67.01% users of Shield connect were Android users and around 23.05% were iOS users and 7.02% used Windows.

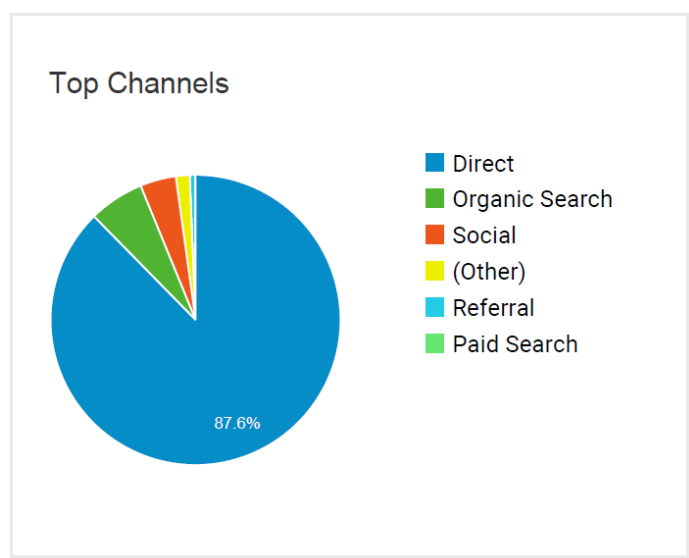
DEMOGRAPHICS Overview:



Around 61.9% are Male users on Shield connect and 38.1% are Female users.

Talking about the age, highest traffic on Shield connect is generated by the age group between 25-34 i.e around 25.24%, following by age range of 35-44 i.e 20.99%.

ACQUISITION Overview:



87.6% traffic generated is Direct, following 6.2% traffic is from Organic search, 4% from Social, 1.5% from other and 0.6% from referral.

	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	6,912	5,662	19,192	45.35%	4.11	00:04:16
1 Direct	6,171			45.88%		
2 Organic Search	434			34.40%		
3 Social	282			69.66%		
4 (Other)	109			54.02%		
5 Referral	42			34.66%		
6 Paid Search	3			100.00%		

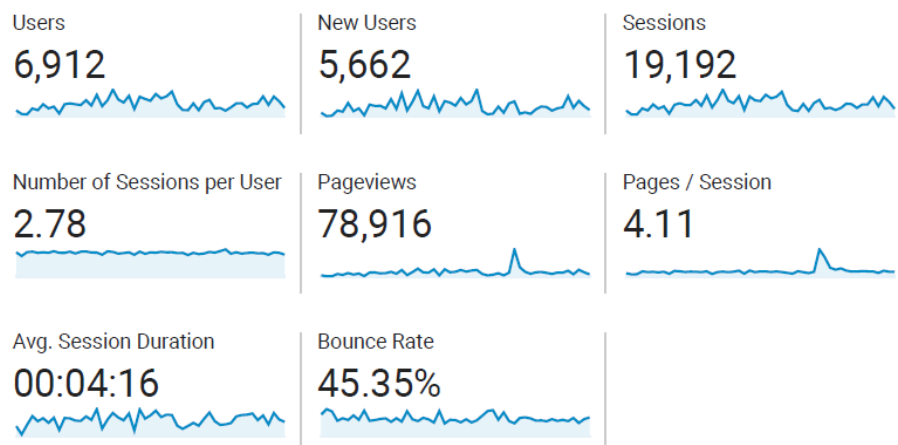
Default Channel Grouping	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	6,912 % of Total: 100.00% (6,912)	5,662 % of Total: 100.00% (5,662)	19,192 % of Total: 100.00% (19,192)	45.35% Avg for View: 45.35% (0.00%)	4.11 Avg for View: 4.11 (0.00%)	00:04:16 Avg for View: 00:04:16 (0.00%)
1. Direct	6,171 (87.64%)	5,035 (88.93%)	16,657 (86.79%)	45.88%	4.05	00:04:09
2. Organic Search	434 (6.16%)	274 (4.84%)	1,689 (8.80%)	34.40%	5.26	00:05:43
3. Social	282 (4.01%)	257 (4.54%)	356 (1.85%)	69.66%	2.40	00:01:13
4. (Other)	109 (1.55%)	76 (1.34%)	311 (1.62%)	54.02%	2.97	00:03:38
5. Referral	42 (0.60%)	17 (0.30%)	176 (0.92%)	34.66%	4.56	00:08:28
6. Paid Search	3 (0.04%)	3 (0.05%)	3 (0.02%)	100.00%	1.00	00:00:00

Almost 88% traffic is generated by the direct channel users and organic search contributes only 6% users.

Source / Medium	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	6,912 % of Total: 100.00% (6,912)	5,662 % of Total: 100.00% (5,662)	19,192 % of Total: 100.00% (19,192)	45.35% Avg for View: 45.35% (0.00%)	4.11 Avg for View: 4.11 (0.00%)	00:04:16 Avg for View: 00:04:16 (0.00%)
1. (direct) / (none)	6,171 (87.61%)	5,035 (88.93%)	16,657 (86.79%)	45.88%	4.05	00:04:09
2. google / organic	408 (5.79%)	253 (4.47%)	1,646 (8.58%)	34.02%	5.29	00:05:48
3. m.facebook.com / referral	185 (2.63%)	174 (3.07%)	192 (1.00%)	82.29%	1.52	00:00:22
4. Flyers / QR code	108 (1.53%)	76 (1.34%)	308 (1.60%)	54.22%	2.95	00:03:34
5. facebook.com / referral	42 (0.60%)	42 (0.74%)	42 (0.22%)	100.00%	1.00	00:00:00
6. l.facebook.com / referral	18 (0.26%)	14 (0.25%)	20 (0.10%)	70.00%	2.15	00:01:31
7. bing / organic	14 (0.20%)	9 (0.16%)	31 (0.16%)	35.48%	4.84	00:03:29
8. mail.google.com / referral	11 (0.16%)	4 (0.07%)	24 (0.13%)	25.00%	5.04	00:09:02
9. lm.facebook.com / referral	10 (0.14%)	6 (0.11%)	11 (0.06%)	63.64%	2.09	00:00:17
10. l.instagram.com / referral	9 (0.13%)	8 (0.14%)	13 (0.07%)	23.08%	5.00	00:03:33

These are the top 10 source / medium through which traffic is generated on Shield connect.

BEHAVIOUR Overview:



Total number of Users in span of 2 months (May & June, 2021) is 6,912 and the number of first time users is 5,662.

Bounce rate in 2 months is 45.35%.

Total number of sessions in 2 months is 19,192 and per user the number of sessions is 2.78.

The total number of pages viewed is 78,916 and average number of pages viewed during a session is 4.11.

Bounce rate: The percentage of single-page sessions with no interaction with the page is known as the bounce rate. The duration of a bouncing session is 0 seconds.

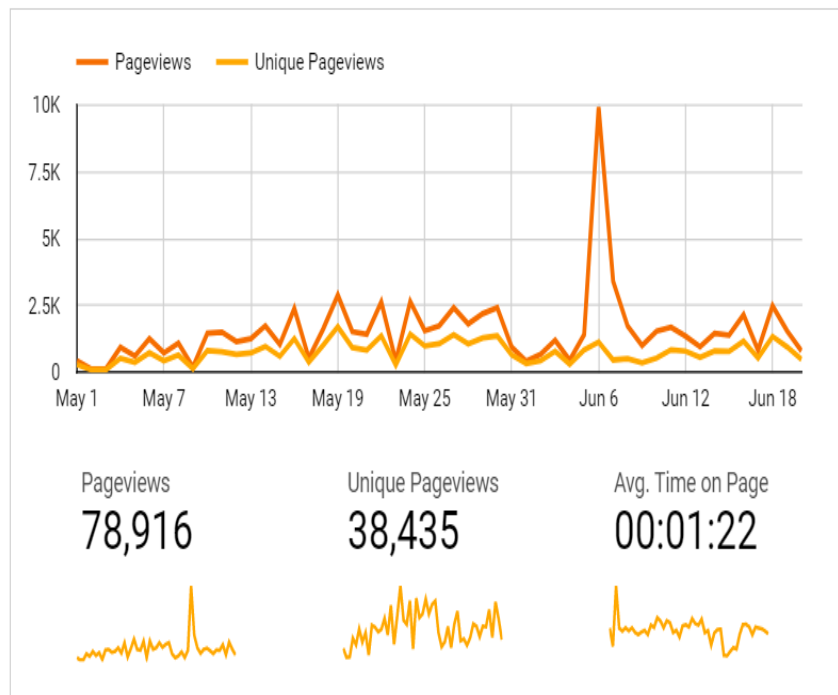
Page/session: The average number of pages viewed every session is pages/session. The number of times a single page is seen is counted.

Users who started at least one session during the specified time period.

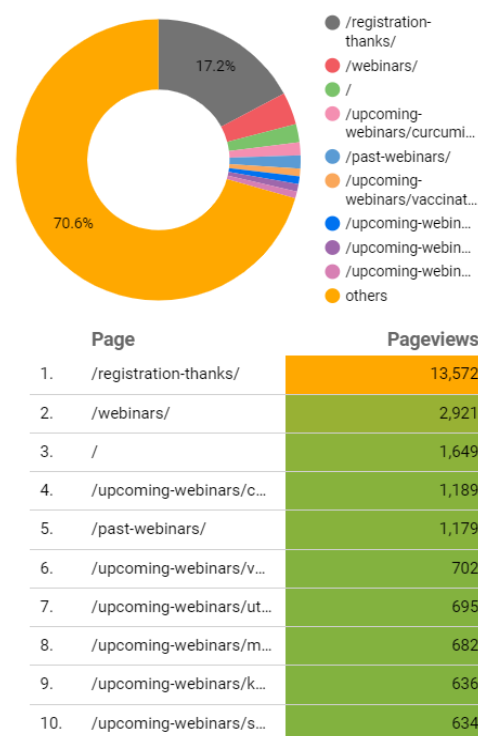
New Users: The number of people who signed up for the first time within the specified time period.

Sessions: The total number of sessions within the period span is referred to as "sessions." A session is the amount of time a user spends actively engaging with a website, app, or other service. A session holds all usage data (screen views, events, Ecommerce, and so forth).

Average Session Length: A session's average length.



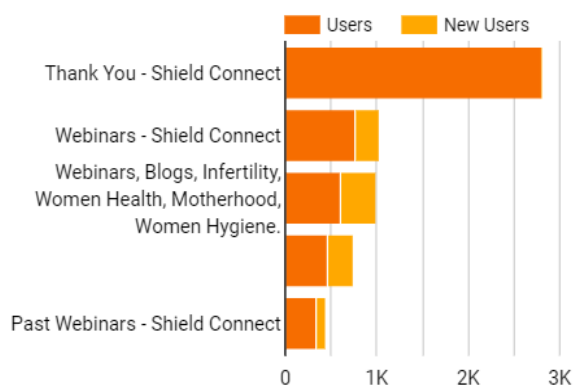
June 6th 2021, experienced most number of pageviews i.e 9,928 and unique pageviews were 1,125. The average time spent of page was 00:1:22.



What do users see when they are on Shield connect's website?

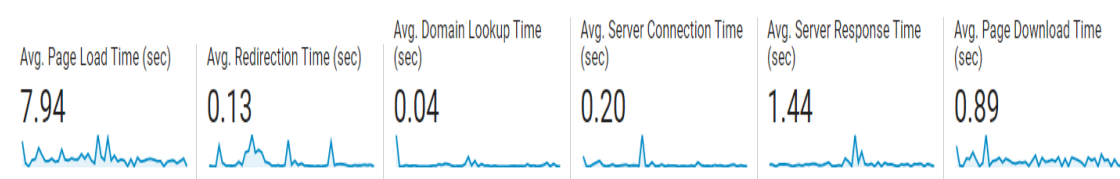
If we talk about which page is most popular, then Registration page has the greatest number of pageviews and then on 2nd webinar section is most browsed page.

These are the most popular pages with the title breakdown:



	Page Title	Pageviews
1.	Thank You - Shield Con...	21,999
2.	Webinars - Shield Conn...	2,949
3.	Curcumin & Covid - Shie...	1,915
4.	Webinars, Blogs, Infertil...	1,673
5.	Past Webinars - Shield ...	1,086
6.	Vaccination in Pregnan...	1,033
7.	Menopause – Non hor...	1,011
8.	UTI - Review & New Insi...	973
9.	Parenting in Covid Era - ...	970
10.	Small Cases in Paediatr...	958

SITE SPEED Overview



Site Speed	Browser	Avg. Page Load Time (sec)
Browser	1. Samsung Internet	6.62
Country	2. Chrome	7.89
Page	3. Safari	7.92
	4. Android Webview	24.71

The average page load time is 7.94 sec and the least time taken to load the page is by Samsung internet i.e 6.62 sec and then by Chrome which is 7.89 sec.

Likewise, talking about the pages, then webinar page which includes videos takes least time to load that is 1.59 sec.

8. CONCLUSION & RECOMMENDATIONS:

It's difficult to optimise a website if you don't know what to improve. Behavioral data may be incorporated into the design using Google Analytics to measure the success of various parts, and by incorporating data into the workflow, we can create better optimised experiences for our consumers.

Internal connecting structures that re-engage users can be designed with the help of Google Analytics. Google Analytics can assist us in creating better content flows with internal linking structures that encourage our website users to return.

The online performance of Shield connect's website was investigated using Google analytics.

It aided in the tracking and understanding of online traffic sources. Shield connect received 87.6% of its traffic from direct sources, which means people typed the exact URL into their browser's address bar.

Organic search, or traffic from search engines, accounts for 6.2 percent of total traffic. The bounce rate for direct traffic is 45.88 percent, while the bounce rate for organic search is 34.40 percent, which is fairly high and indicates that visitors spend very little time on the site and do not interact.

A high bounce rate can be caused by a variety of causes, including but not limited to irrelevant or weak traffic sources, as well as landing pages that have been optimised for conversion, such as landing pages with bad usability, poor design, or long load times.

Bounce rates on blogs are frequently high. This is because most visitors will only stay on the blog website long enough to read one post before moving on.

Bounce rates from mobile consumers have increased, indicating that we need to enhance and invest more in our mobile site.

Shield Connect receives about 4% of its traffic from social media, with Facebook accounting for 90% of that and LinkedIn, Instagram, YouTube, and Twitter accounting for the remainder.

Increase site speed

Users today have limited patience for slow-loading websites, therefore it should load in less than four seconds. When it comes to delivering results, Google considers the user experience, and they don't want to send searchers to slow, irritating sites. As a result, site speed is an important SEO aspect to consider. To maintain the pages fast, load times should be tested on a regular basis, and huge photographs should be limited or eliminated.

Know your keywords

To be successful with SEO, we need to know what keywords we're optimising for. One of the most crucial components of SEO is keyword research, which allows us to determine what terms our ideal audience is searching for.

If more Internet users search for "medicine" rather than "pills," for example, it would benefit our website to use "medication" more frequently in our content.

We could also think about optimising the website for more particular long tail keywords. Even though there won't be thousands of searches for long tail keywords, the people who do are your best customers.

Support for Google AdWords' Keyword Planner, which may be used to find more ideas and estimate search traffic and competition.

Improve the website, i.e., more website activity is required, and more content and links from the website should be shared.

9. SMALL SURVEY:

As Shield connect is a knowledge sharing platform, where lots of webinars are regularly conducted. The target audience of Shield connect is mainly the Physicians especially Gynecologists, and these physicians regularly attend webinars on shield connect. So a small survey was conducted in order to understand the perspective of doctors towards online webinars and the reason to attend webinars.

As medical doctors are required to re-register with their respective State Medical Councils every five years. According to the current rules, doctors who participate in Continuing Medical Education or a webinar earn credit points that let them register.

Because most conferences are held on-line in the form of webinars, the Medical Councils across the country are having difficulty allocating credit points in the wake of the pandemic.

The government devised a plan in which any medical doctor who attended a webinar would receive credit points. So, it may be one of the reasons to attend the webinars.

Purpose: To understand physician's perspective on the role of webinars in Continuing medical education.

Method: Google Forms was used to conduct an online survey with 11 questions divided into 2 sections. About 50 practicing physicians were sent the questionnaire link via e-mail and social media. From June 15, 2021, to June 20, 2021, responses were accepted for the poll. All the questions had to be answered in order, and the answers might be evaluated by the participants before final submission. Before beginning the survey, a general explanation of the aim and duration was given. Participation was entirely voluntary, with no monetary incentives, and consent was accepted.

Data Analysis & Interpretation:

With the use of proper statistical methods, the data was analyzed and interpreted to arrive at the conclusions.

Results and discussion:

1. Gender of the participants:

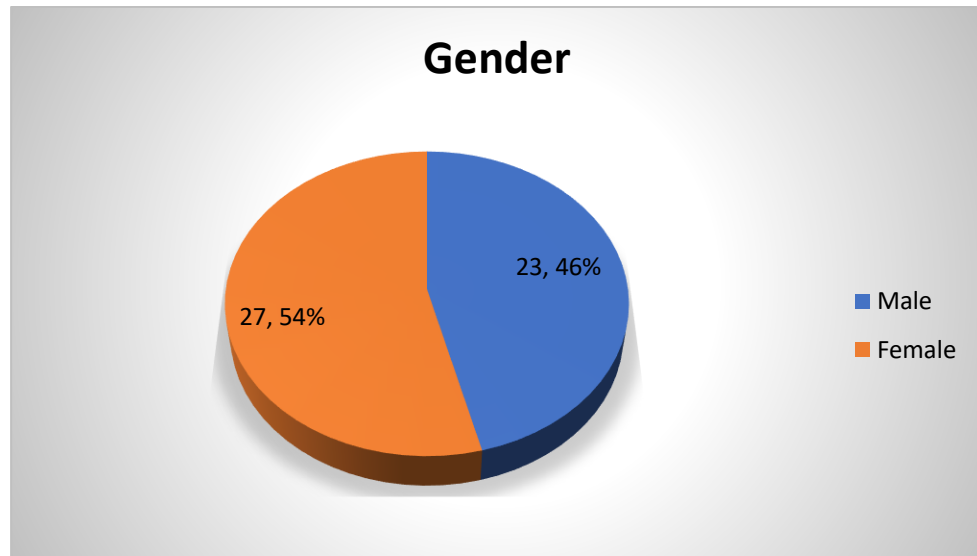


Fig1

Interpretation: From fig 1, it was observed that 54% participants were Female and 46% were male.

2. What is your current work status?

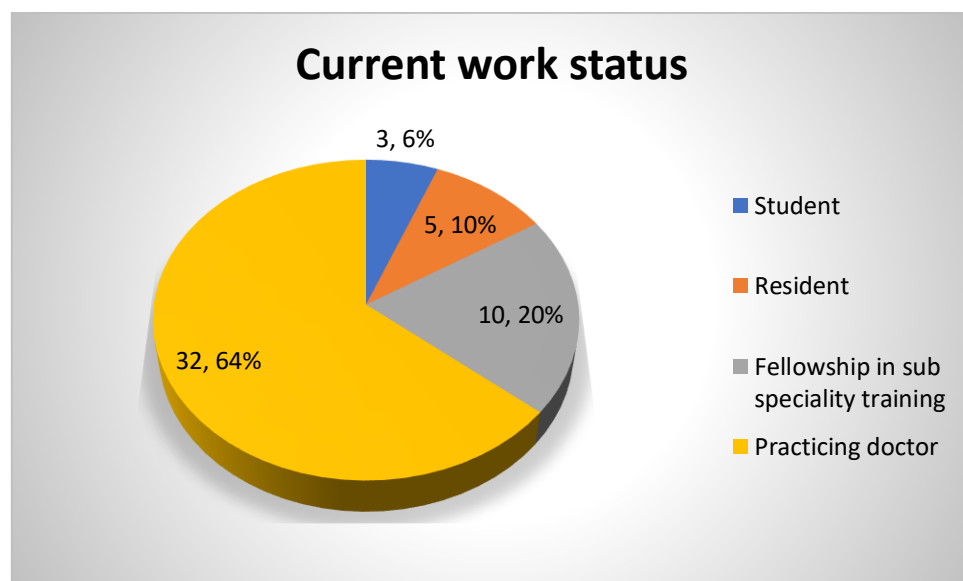


Fig.2

Interpretation: From fig 2, it was observed that majority i.e 64% of the participants were practicing doctors followed by 20% were fellowship in sub speciality training.

3. Would you prefer to attend the webinars on:

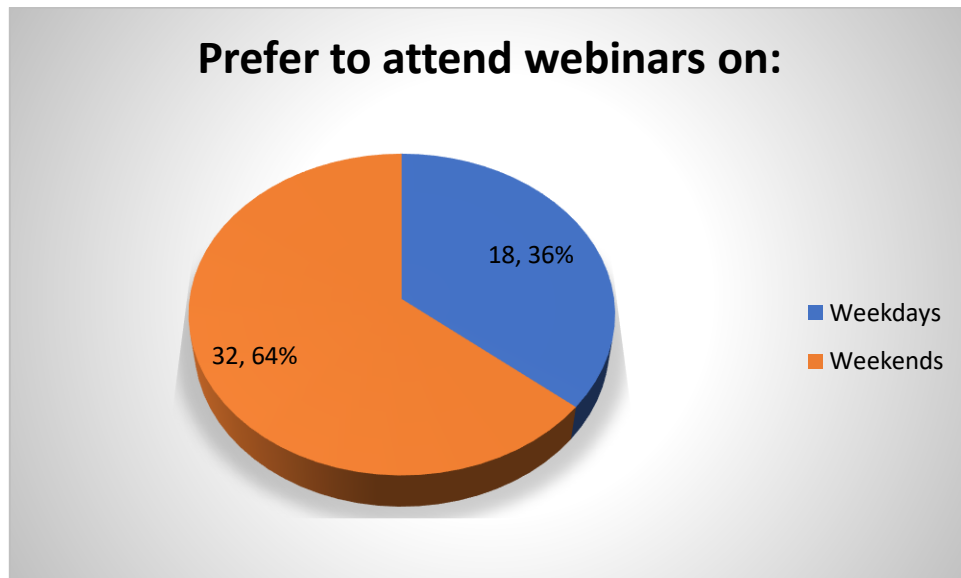


Fig.3

Interpretation: From fig 3, it was observed that 64 percent of participants preferred to attend webinars on weekends followed by 36% participants preferred weekdays to attend the webinars.

4. What time of the day would be ideal for you to attend a webinar:

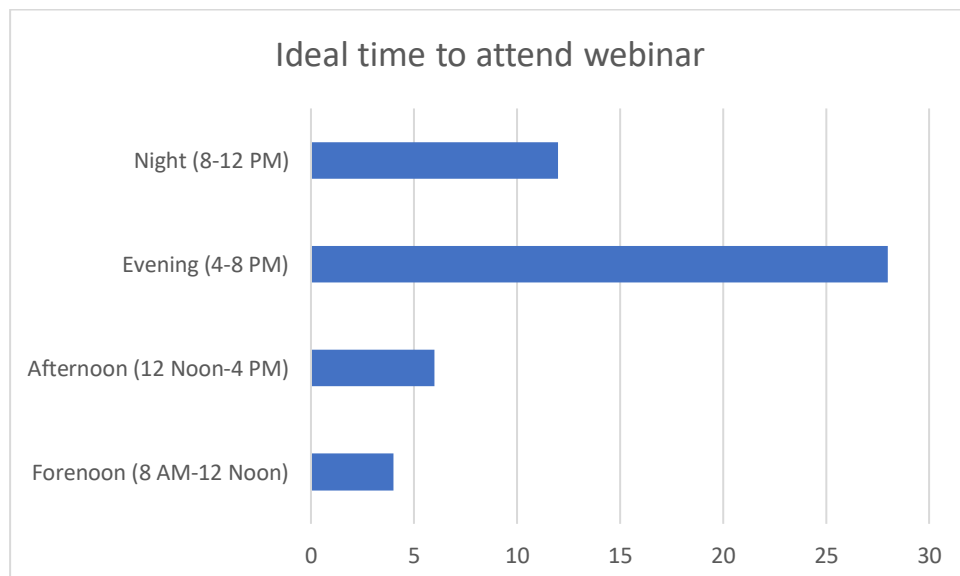


Fig.4

Interpretation: From fig 4, it was observed that, more than half (28) preferred to attend webinars in the evening (4–8 p.m.) followed by night preference of the webinar.

5. What do you think should be the ideal duration of a webinar:

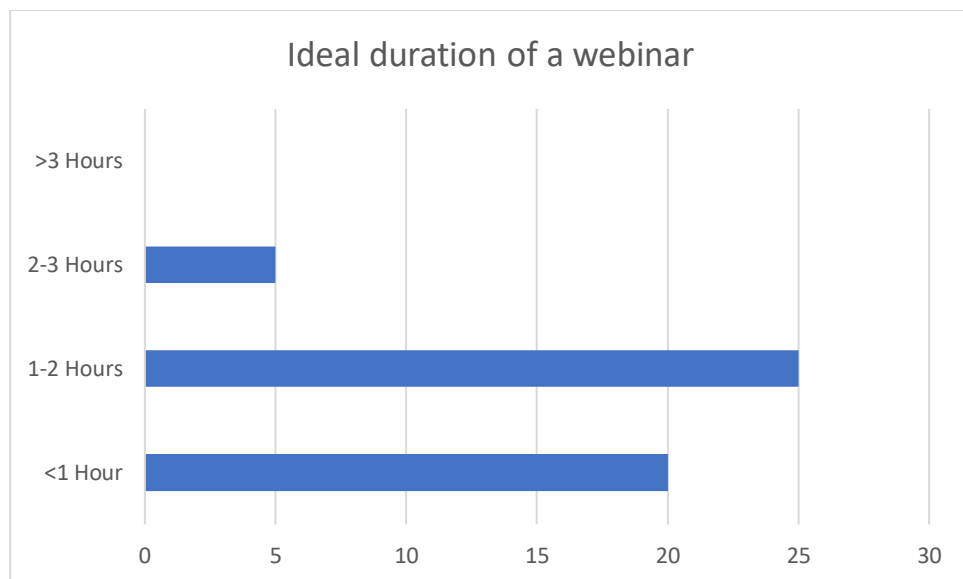


Fig.5

Interpretation: Fig 5, it was observed that vast majority of doctors (25) preferred to listen to webinars that lasted in between 1- 2 hours.

6. Which of the following type of webinar interests you to attend:

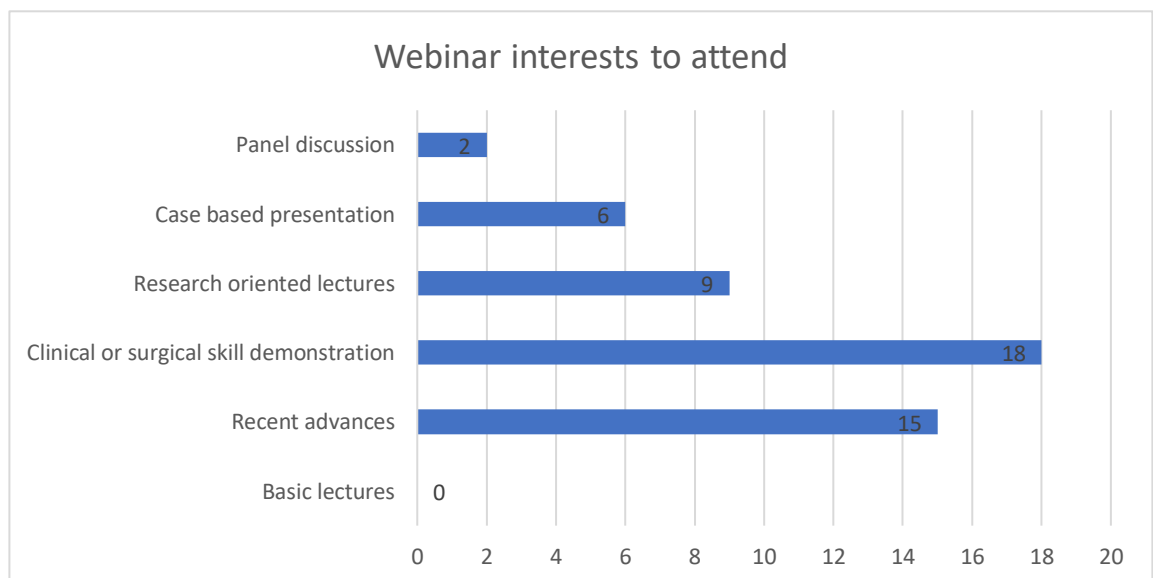


Fig. 6

Interpretation: From fi 6, it was observed that the most popular topic was clinical or surgical skill demonstration (18), followed by recent developments (15).

7. What factors determine which webinar you attend?

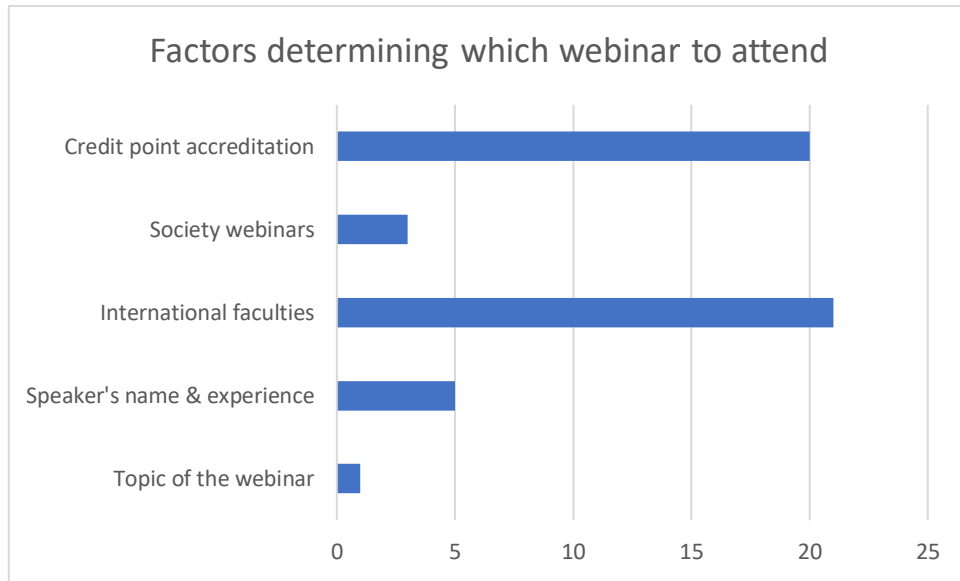


Fig.7

Interpretation: From fig 7, it was observed that the major factors to attend webinars was international faculties and credit point accreditation.

8) Is credit points one of the reasons you attend webinars:

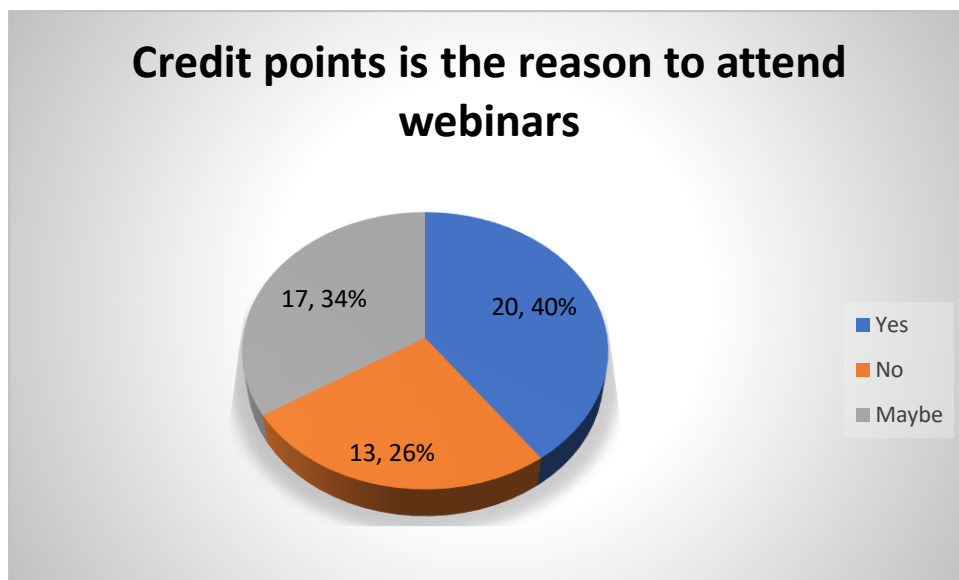


Fig.8

Interpretation: From fig 8, it was observed that participants considered credit points one of the main reasons to attend the webinars.

9. Would you prefer to watch the webinar as:

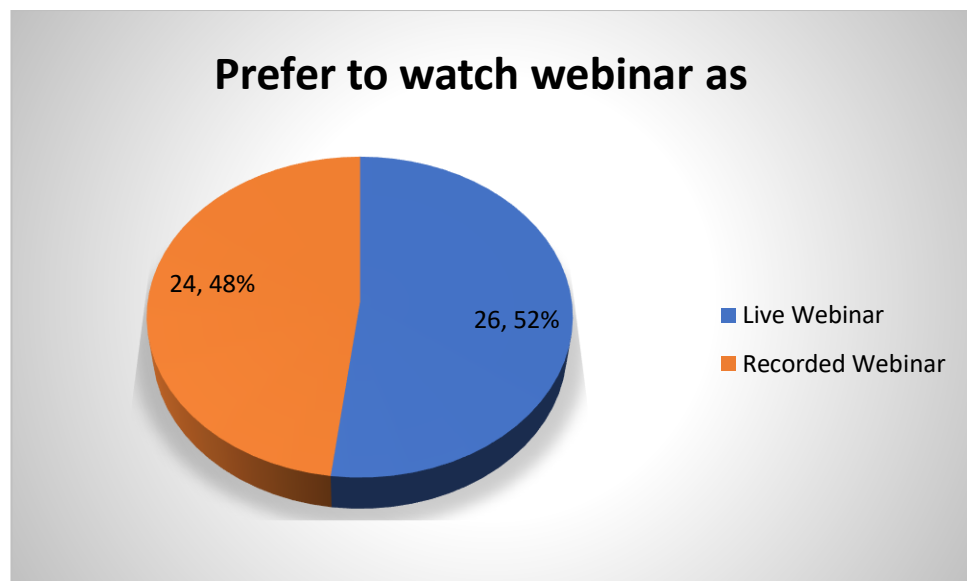


Fig.9

Interpretation: From the fig 9, it was observed that preference for watching a webinar live or as a recorded version was nearly equal (52% vs. 48%) among the participants.

10. If you prefer to watch the webinar live, what may be the reason for it?



Fig.10

Interpretation: From the fig 10, it was observed that the major reasons given to watch a webinar live were the advantage to clarify doubts (22), inability to watch later if the

schedule was missed (18), and the possibility to interact with the other participants (7).

11. If you prefer a recorded version rather than a live session, what may be the reason for it?

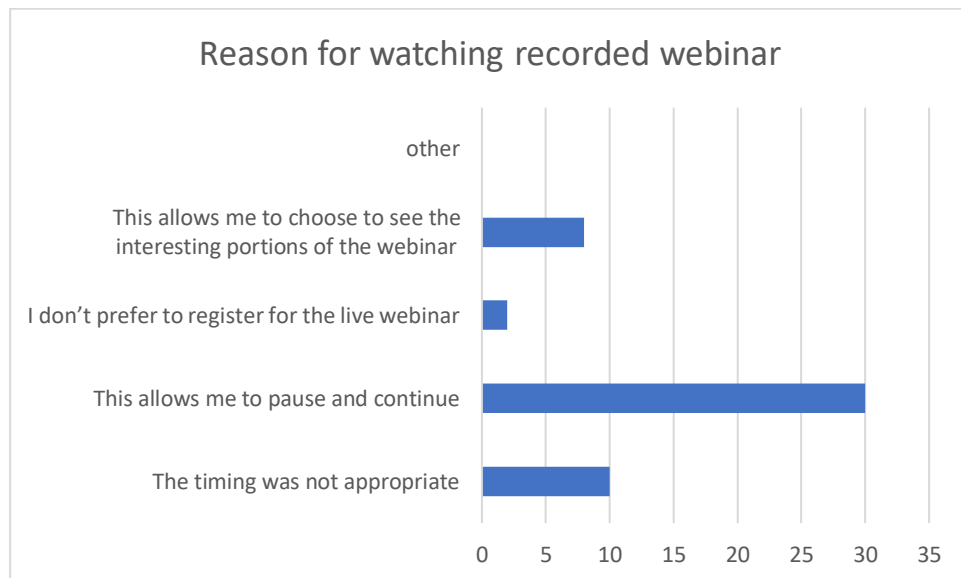


Fig. 11

Interpretation: From the fig 11, it was observed that the various reasons for preferring a recorded version rather than a live one included the ability to pause and continue (30), inappropriate timing (10), directly visiting the interesting portions of the webinar (8) and avoiding registration (2).

Conclusion: This survey evaluated the physician's perspective and factors responsible for attending webinars and made recommendations for how to run an optimal webinar with the most active participation. This survey would be extremely beneficial to future programmes.

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