

Dissertation 2021

MBA PM-11

Project Undertaken at Shield Healthcare Pvt Ltd

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Organization Guide: Miss Chitra Kala

Presented By: RINKI

Project Title

- Increase the Organic Reach of Shield Connect
- Understand physician's perspective on the role of webinars in Continuing medical education.



Shield Connect

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

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 gives quick and easy access to doctors, anytime, anywhere. At any time of day, many doctors are online and ready to answer questions.

Objectives:

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

Activites in Shield Connect

Blogs

Webinars

Awareness Pages

KOL Spot Light

Pages Special Days

Case Discussion

Library





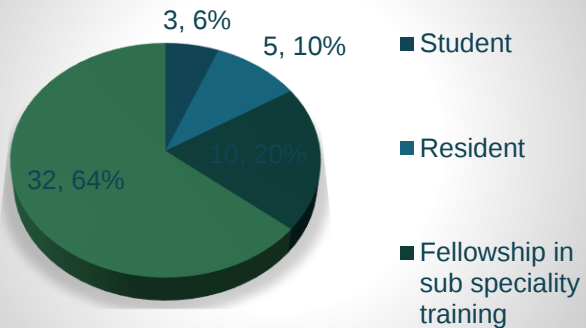
To understand physician's perspective on the role of webinars in Continuing medical education.

Type of Data	Quantitative
Data collection	Data was gathered using a structured questionnaire created with Google Forms.
Participants	Total 50 doctors were included in the study
Duration of the Study:	10 th June 2021 – 20 th June 2021
Data analysis & interpretation	Proper statistical methods, MS-Excel

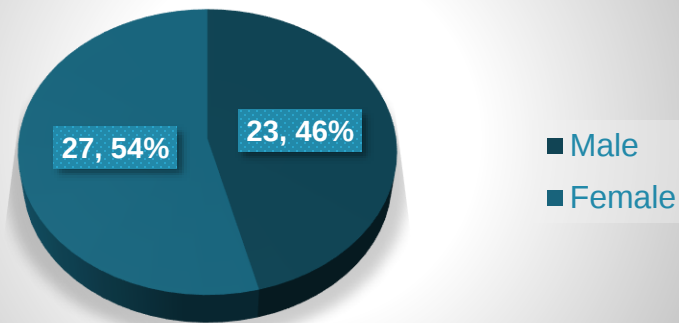


Survey:

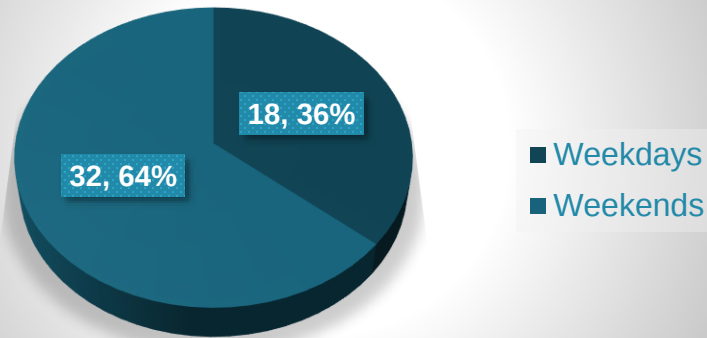
Current work status



Gender



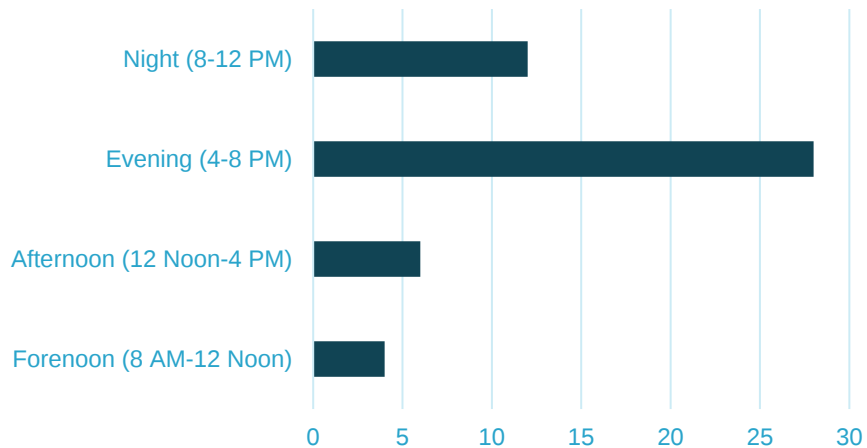
Prefer to attend webinars on:



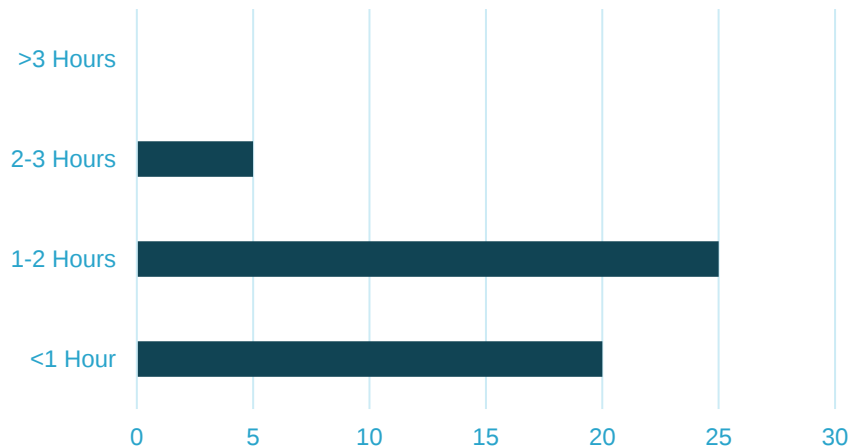


Survey:

Ideal time to attend webinar



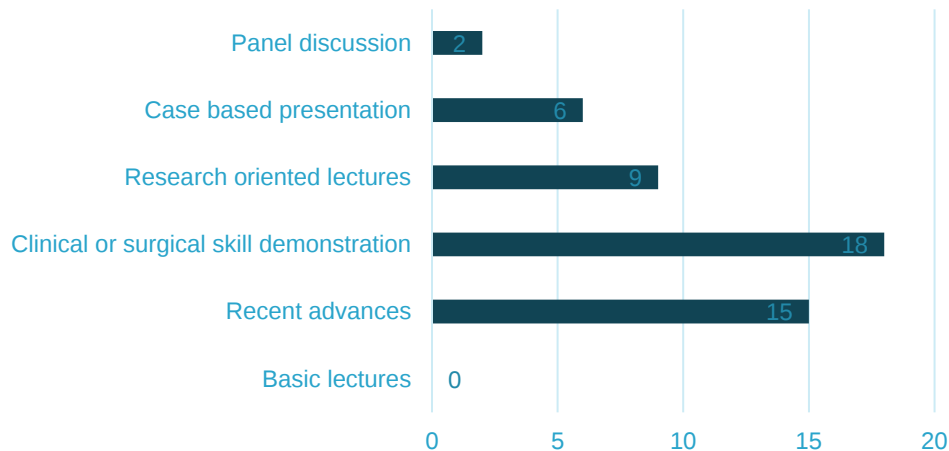
Ideal duration of a webinar





Survey:

Webinar interests to attend



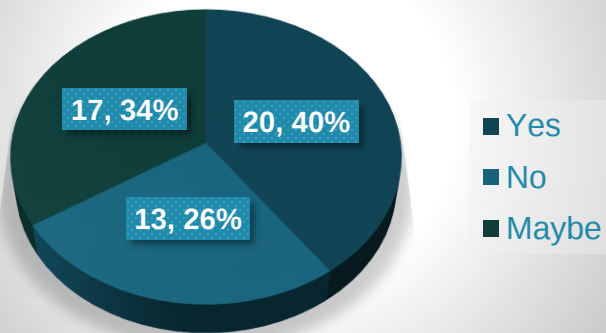
Factors determining which webinar to attend



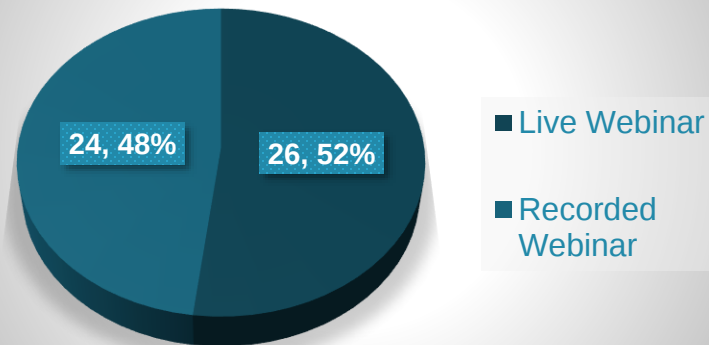


Survey:

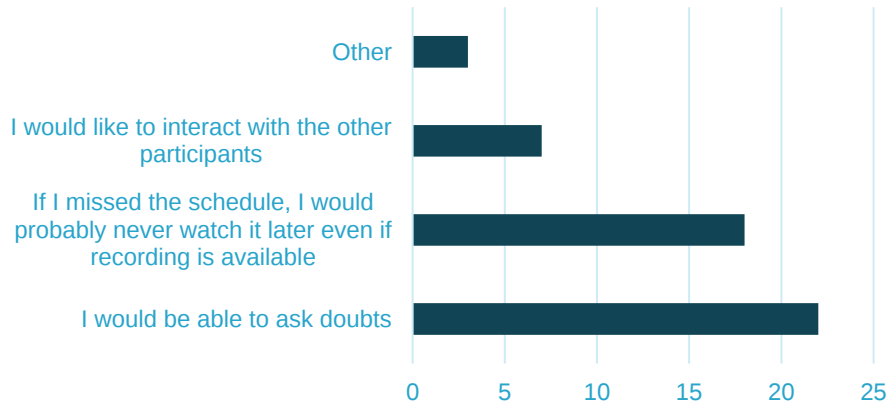
Credit points is the reason to attend webinars



Prefer to watch webinar as



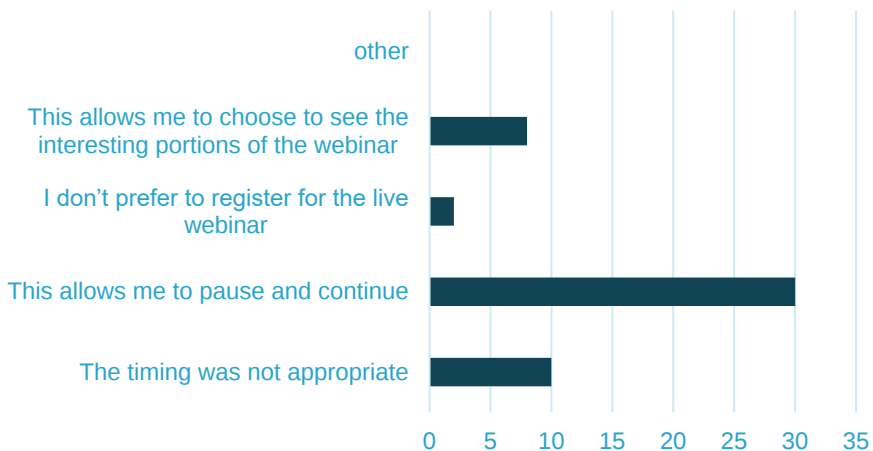
Reason for watching Live webinar





Conclusion:

Reason for watching recorded webinar



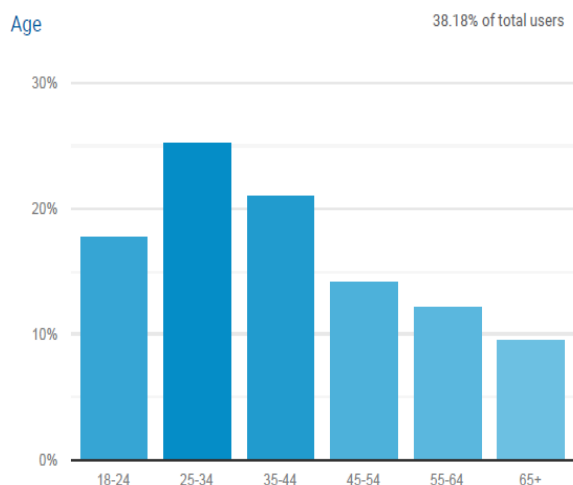
- This survey evaluated the physician's perspective and factors responsible for attending webinars and made recommendations for how to run an optimal webinar with the most active participation.
- Government devised a plan in which any medical doctor who attended a webinar would receive credit points. So, it maybe one of the reasons to attend the webinars.



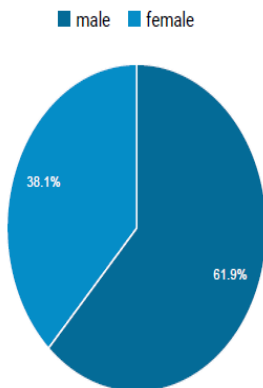
Demographics Overview: 1st May – 20th June

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

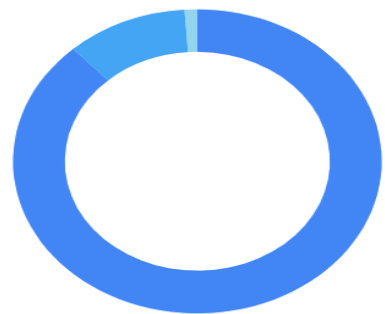
Talking about the age, highest traffic on Shield connect is generated by the age group between 25-34 i.e around 25.24%, following by age range of 35-44 i.e 20.99%.



Gender



Sessions by device



Mobile
88.2%



Desktop
10.7%



Tablet
1.1%

- 67.01% users of Shield connect were Android users and around 23.05% were iOS users and 7.02% used Windows.



Audience overview: 1st May – 20th June

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%

Language	Users	New Users
1. en-us	1,725	1,174
2. en-gb	1,675	1,042
3. en-in	1,265	1,034
4. en	54	35
5. en-au	13	11
6. hi-in	7	5

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

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.

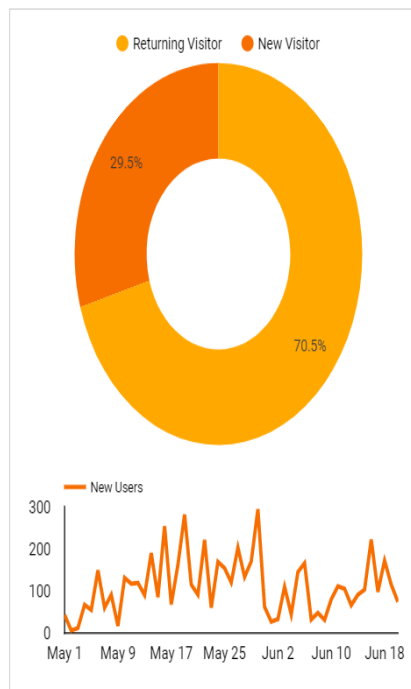
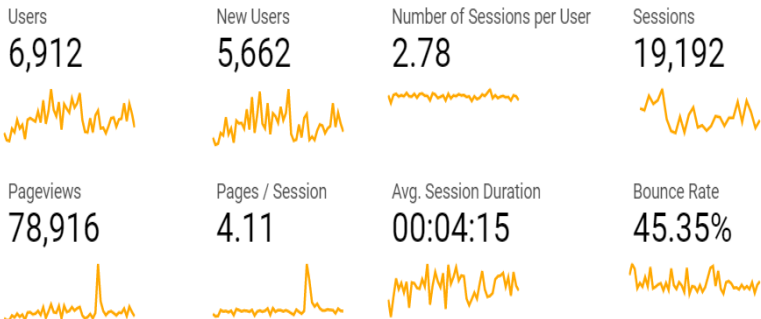
And on 3rd rank, United Kingdom gave around 0.23% users.

In India, the highest number of users on Shield connect belongs to the city **Chennai** i.e 13%.



Site Performance

1st May – 20th June



- The total no. of Users has drastically Increased to **6912** from 2254 within one and half month.
- The second main point is the bounce rate has decreased it is a good thing because, high bounce rate typically indicates that the website is not doing a good job of attracting the continued interest of visitors.
- That means visitors only view single pages without looking at others or taking some form of action within the site before a specified time period.



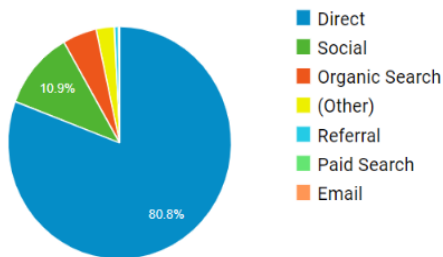
How they come to the site?

Direct traffic has increased substantially.

Search traffic has increased, however the percentage in aggregate compared to last month has gone down

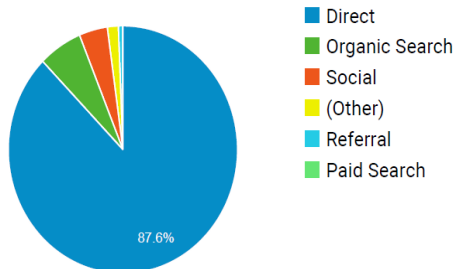
This does not mean search traffic is underperforming, but that our other sources of traffic have improved gradually.

Top Channels



March to April 2021

Top Channels



May to June 2021

MAY-JUNE 2021: 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.

Source / Medium	Acquisition	
	Users	New Users
	6,912 % of Total: 100.00% (6,912)	5,662 % of Total: 100.00% (5,662)
1. (direct) / (none)	6,171 (87.61%)	5,035 (88.93%)
2. google / organic	408 (5.79%)	253 (4.47%)
3. m.facebook.com / referral	185 (2.63%)	174 (3.07%)
4. Flyers / QR code	108 (1.53%)	76 (1.34%)
5. facebook.com / referral	42 (0.60%)	42 (0.74%)
6. l.facebook.com / referral	18 (0.26%)	14 (0.25%)
7. bing / organic	14 (0.20%)	9 (0.16%)
8. mail.google.com / referral	11 (0.16%)	4 (0.07%)
9. lm.facebook.com / referral	10 (0.14%)	6 (0.11%)
10. l.instagram.com / referral	9 (0.13%)	8 (0.14%)

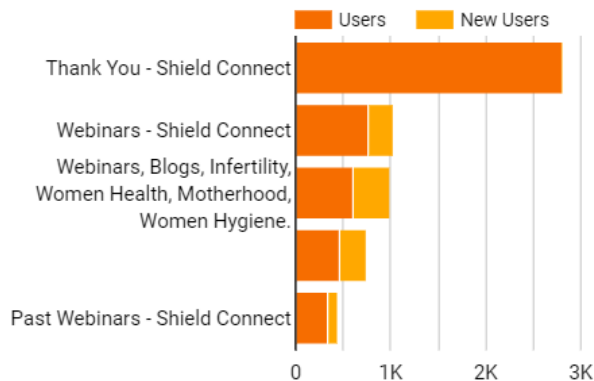


TOP CONTENTS : What people are coming back for

These are the
most popular
pages with the
title breakdown:

The Shield connect webinar page had 2949 pageviews, while maintaining an average time on page over 78.18.

Loyal visitors are finding value in the content provided.



	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

	Page	Pageviews
1.	/registration-thanks/	13,572
2.	/webinars/	2,921
3.	/	1,649
4.	/upcoming-webinars/c...	1,189
5.	/past-webinars/	1,179
6.	/upcoming-webinars/v...	702
7.	/upcoming-webinars/ut...	695
8.	/upcoming-webinars/m...	682
9.	/upcoming-webinars/k...	636
10.	/upcoming-webinars/s...	634



CONCLUSION:

- Behavioral data may be incorporated into the design using Google Analytics to measure the success of various parts.
- It can assist us in creating better content flows.
- Bounce rates from mobile consumers have increased, indicating that we need to enhance and invest more in our mobile site.
- Need to develop the blogs like writing more fresh content to motivate visitors to return back. For that we should post more number blogs like weekly 3 or 2.
- We have 5 social media accounts but, visitors come to the sessions by Facebook alone.
- So, need to develop our other accounts by posting ads, developing the connections etc.
- Social media platforms should be given priority, as major traffic generated is from younger age group.
- Increase site speed: load times should be tested on a regular basis.
- Improve the website: more website activity is required, and more content and links from the website should be shared.

Thank You