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MediSage expansion plans to empower over 5 lakh doctors by 2022

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MediSage, a platform that keeps doctors abreast with the latest medical knowledge, has announced its expansion plans to empower over 5 lakh doctors by 2022.

MediSage allows expert doctors to record and upload videos that are published on the application. These can be accessed by practicing doctors anytime to get answers to their clinical questions. This format of peer learning witnessed accelerated adoption as during the COVID-19 period 1.7 lac doctors watched expert videos and attended live discussions on the platform to stay up-to-date on latest medical information.

With Doctors from 126 countries accessing its content in just 12 months since its inception, the company's belief is further cemented that there exists a huge unmet need of up to date medical knowledge not only amongst family physicians & consulting physicians but also amongst specialists such as cardiologists, diabetologists, gynaecologists, surgeons as close to 85 per cent of doctors who are accessing the platform's content in India come from these communities. Around 70 per cent of Indian doctors are accessing content from tier 2 towns and beyond.

In terms of the content categories being consumed, MediSage has seen a major focus on therapeutic segments such as cardiology, diabetes, hypertension, nerve health, and family health.

Bhagwat Dhingra, Managing Director & Founder, MediSage, said, "We believe the healthcare space is at an inflection point in terms of digital adoption, and online learning is quickly becoming the new norm. This bodes well for the proliferation of platforms such as MediSage which exist only to supplement doctors looking to strengthen their knowledge & skill sets with a wealth of easy-to-consume, credible knowledge."

MediSage offers a highly convenient learning model for doctors through videos, podcasts, chatcasts, journals, and more. For a doctor to log in as a user, all they need is their phone number and medical registration details.