

## ENHANCING HEALTHCARE OUTCOMES THROUGH HIDOC DR'S MEDICAL LEARNING AND SURVEY PLATFORM

<sup>1</sup>\*Asma Shaikh, <sup>2</sup>Dr. Sonali Gholap, <sup>3</sup>Varun Gadia and <sup>4</sup>Arina Mullick

<sup>1</sup>Medical Content Team Lead, Office 108, Suyog Center, Gultekdi, Pune- 411037.

<sup>2</sup>Medical Content Writer, Infedis Infotech LLP, Office 108, Suyog Center, Gultekdi, Pune- 411 037.

<sup>3</sup>Chief Operating Officer, Office 108, Suyog Center, Gultekdi, Pune- 411 037.

<sup>4</sup>Medical Content Lead, Infedis Infotech LLP Office 108, Suyog Center, Gultekdi, Pune- 411 037.

Article Received on  
20 Oct. 2024,

Revised on 10 Nov. 2024,  
Accepted on 01 Dec. 2024

DOI: 10.20959/wjpr202423-34686



\*Corresponding Author

Asma Shaikh

Medical Content Team  
Lead, Office 108, Suyog  
Center, Gultekdi, Pune-  
411037.

[asmashaikh@hidoc.co](mailto:asmashaikh@hidoc.co)

### ABSTRACT

Hidoc Dr, a leading medical learning platform, conducted a comprehensive survey campaign targeting healthcare professionals (HCPs) to gather feedback on two therapeutic formulations: a combination of glimepiride, metformin, and voglibose for type 2 diabetes, and an alpha-blocker for hypertension and benign prostatic hyperplasia. This study aimed to engage HCPs across various specialties, including consulting physicians, endocrinologists, diabetologists, and nephrologists, using a multi-channel outreach strategy via email and SMS. The campaign achieved a remarkable response rate, exceeding the target with over 100 responses per survey. Insights collected from the surveys highlighted the efficacy and clinical use of these therapies, while offering valuable feedback on medication management. The results demonstrated the effectiveness of Hidoc Dr's platform in facilitating real-time medical learning and enhancing patient care through continuous professional education and engagement.

**KEYWORDS:** Medical learning, healthcare professionals, glimepiride, metformin, voglibose, alpha-blocker, type 2 diabetes, hypertension, benign prostatic hyperplasia, Hidoc Dr, continuous education, patient care, real-time feedback.

## INTRODUCTION

In today's fast-evolving medical landscape, continuous education and timely feedback from healthcare professionals (HCPs) are critical in enhancing drug management strategies and patient care.<sup>[1]</sup> Hidoc Dr, a leading medical learning platform, has been at the forefront of empowering HCPs with real-time educational content and insights. This article explores Hidoc Dr's recent campaign aimed at collecting HCP feedback on two important therapeutic formulations: a combination of glimepiride, metformin, voglibose for type 2 diabetes, and an alpha-blocker formulation for hypertension and benign prostatic hyperplasia. The primary objective of this initiative was to gather actionable insights from HCPs, improve the user experience, and enhance medical outcomes.

## METHODOLOGY

To engage HCPs effectively, Hidoc Dr employed an omni-channel strategy involving email and SMS outreach. The campaign targeted consulting physicians, endocrinologists, diabetologists, and nephrologists, aiming to collect at least 100 responses for each medication survey within a month.

- **Target Audience:** Consulting physicians (72,173), endocrinologists (1,325), diabetologists (6,044), and nephrologists (2,114).
- **Outreach Frequency:** Emails and SMS messages were sent twice a month to consulting physicians and diabetologists, and four times a month to endocrinologists and nephrologists.
- **Surveys:** The survey topics were created by Hidoc Dr based on feedback from healthcare professionals, including questions about medication efficacy, patient management, and side-effect profiles. The surveys were tailored to address common challenges faced by HCPs when managing diabetes and hypertension patients.

## RESULTS

The survey results highlighted the campaign's success in gathering extensive feedback from HCPs:

- **Reach and Engagement:** Hidoc Dr reached 79,542 healthcare professionals with the diabetes medication survey and 74,287 for the hypertension medication survey. A 2% click-through rate (CTR) was achieved, reflecting strong engagement.

- **Response Rate:** The campaign collected 115 responses for the diabetes medication and 111 for the hypertension medication, exceeding the target of 100 responses for each survey.
- **Engagement Breakdown:** For the diabetes survey, 46% of responses came from consulting physicians, followed by diabetologists (31%) and endocrinologists (23%). For the hypertension survey, consulting physicians contributed 52% of responses, while nephrologists accounted for 48%.
- **Conversion Rate:** The overall conversion rate for both surveys was 4%, underscoring the high engagement and participation of HCPs in the feedback process.

## DISCUSSION

The campaign provided valuable insights into how HCPs perceive and utilize key therapeutic combinations for managing type 2 diabetes and hypertension. The glimepiride, metformin, and voglibose combination was particularly effective in managing blood glucose levels when complemented by proper diet and exercise, as reported by the majority of respondents. Similarly, the alpha-blocker formulation was well-regarded for its dual role in lowering blood pressure and alleviating symptoms of benign prostatic hyperplasia.

This feedback is crucial for optimizing patient care strategies and helping HCPs make more informed decisions when prescribing medications. Moreover, the surveys facilitated a comparison between the featured medications and their competitors, providing deeper insights into brand perception and patient outcomes.

## CONCLUSION

Hidoc Dr's comprehensive survey campaign successfully engaged a broad spectrum of healthcare professionals, collecting critical feedback on widely prescribed therapeutic formulations. This initiative not only provided real-time insights for enhancing drug management but also reinforced Hidoc Dr's role as a trusted partner in continuous medical education.<sup>[2]</sup> The results underscore the importance of continuous HCP engagement in shaping better patient care outcomes through informed clinical decisions.

## REFERENCES

1. Jindia L, Keane S, Wnorowski S, Hermes-DeSantis ER. Enhancing Patient Care II: The Clinical Impact of Medical Information Services. *Ther Innov Regul Sci.*, May 2022;

56(3): 483-491. doi: 10.1007/s43441-022-00385-1. Epub 2022 Mar 15. PMID: 35290653; PMCID: PMC8964574.

2. Haritha, C. K., Shaikh, A., Gadia, V., & Mullick, A. Empowering healthcare professionals: A closer look at Hidoc Dr user experience. *International Journal of All Research Education and Scientific Methods (IJARESM)*, 2024; 12(1): 267.