

Dissertation

at

Infedis Infotech LLP

Hidoc Dr. - Medical Learning

Platform for Doctors

by

Name: Surbhi Kumari

Enrollment No.: PG/23/119

Under the guidance of

Mentor

Dr. PREETHA GS

Professor and Dean Research, IIHMR Delhi

Title: Evaluating the Impact of a Digital Campaign on HCPs:

A Pre- and Post-Survey Analysis

PGDM (Hospital & Health Management)

2023-25



International Institute of Health Management Research New Delhi

(Completion of Dissertation from respective organization)

The certificate is awarded to

SURBHI KUMARI

in recognition of having successfully completed his/her
internship in the department of

Digital Marketing

and has successfully completed his/her Project on

Evaluating the Impact of a Digital Campaign on Healthcare Professionals:

A Pre- and Post-Survey Analysis

Date 3rd July 2025

Organization: Infedis Infotech LLP

He/She comes across as a committed, sincere & diligent person who has
a strong drive & zeal for learning.

We wish him/her all the best for future endeavors.

Training & Development

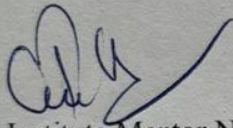


Zonal Head-Human Resources

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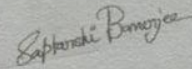
This is to certify that **Ms. Surbhi Kumari**, a graduate student of the **PGDM (Hospital & Health Management)** has worked under our guidance and supervision. He/ She is submitting this dissertation titled **“Evaluating the Impact of a Digital Campaign on Healthcare Professionals: A Pre- and Post-Survey Analysis”** in partial fulfillment of the requirements for the award of the **PGDM (Hospital & Health Management)**.

This dissertation has the requisite standard and to the best of our knowledge no part of it has been reproduced from any other dissertation, monograph, report or book.



Institute Mentor Name,
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Annexure D

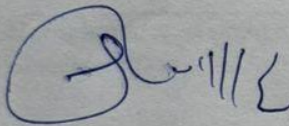
TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. Surbhi Kumari student of PGDM (Hospital & Health Management) from International Institute of Health Management Research, New Delhi has undergone internship training at Infedii Infotech LLP from 17th Feb 2025 to 17th May 2025.

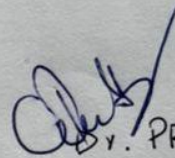
The Candidate has successfully carried out the study designated to him during internship training and his/her approach to the study has been sincere, scientific and analytical.

The Internship is in fulfillment of the course requirements.

I wish him all success in all his/her future endeavors.



Dr. Sumesh Kumar
Associate Dean, Academic and Student Affairs
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By. PREETHA G.S.
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FEEDBACK FORM

Name of the Student: Surbhi Kumari

Name of the Organization in Which Dissertation Has Been Completed: Infedis Infotech LLP

Area of Dissertation: Digital Marketing

Attendance: 100%

Objectives achieved: The overall objectives of the dissertation were successfully achieved.

Deliverables: Surbhi consistently met all key deliverables associated with the project, demonstrating strong initiative and ownership throughout the dissertation period.

Strengths: Multitasking, hardworking, proper management, versatile

Suggestions for Improvement: Surbhi can continue to explore deeper analytical perspectives

Suggestions for Institute (course curriculum, industry interaction, placement, alumni):



Signature of the Officer-in-Charge/ Organization Mentor (Dissertation)

Date: Place:

Dissertation Writing

Certificate of Approval

The following dissertation titled "**Evaluating the Impact of a Digital Campaign on HCPs: A Pre- and Post-Survey Analysis**" at "IIHMR " is hereby approved as a certified study in management carried out and presented in a manner satisfactorily to warrant its acceptance as a prerequisite for the award of PGDM (Hospital & Health Management) for which it has been submitted. It is understood that by this approval the undersigned do not necessarily endorse or approve any statement made, opinion expressed or conclusion drawn therein but approve the dissertation only for the purpose it is submitted.

Dissertation Examination Committee for evaluation of dissertation.

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CERTIFICATE ON PLAGIARISM CHECK

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Enrollment/Roll No.	PG-23-119	Batch Year	2023-2025
Course Specialization (Choose one)	Hospital Management	Health Management	Healthcare IT ✓
Name of Guide/Supervisor	Dr./ Prof.: PREETHA G.S.		
Title of the Summer Training/ Dissertation	Evaluating the Impact of a Digital Campaign on Healthcare professionals: A Pre- & Post-Survey Analysis.		
Plagiarism detect software used	"TURNITIN"		
Similar contents acceptable (%)	Up to 15 Percent as per policy		
Total words and % of similar contents Identified	4253 words 1% similarity		
Date of validation (DD/MM/YYYY)	16/7/2025		

Guide/Supervisor

Name:

Signature:

Dr. Preetha G.S.
Professor

Student

Name: SURBHI KUMARI

Signature:

Surbhi Kumari

Report checked by

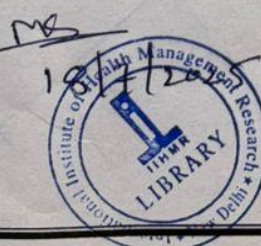
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Date: 17/05/2025

INTERNSHIP COMPLETION CERTIFICATE

This is to certify that, **Ms Surbhi Kumari**, student of Institute of Health Management Research, Delhi has completed her Dissertation/internship at 'Infedis Infotech LLP, located in **Suyog Center, Office 108, Gultekadi, Pune, Maharashtra 411037**, in the **Digital Marketing Department** from **17th Feb 2025 to 17th May 2025**. Her guide/mentor during the project was **Saptarshi Banerjee**, Sr. Manager - Digital Marketing.

She has successfully carried out the project/s designated to her during internship and her approach to the project/s has been sincere, scientific, and analytical. We recommend her for future consideration and wish her all the best in her future endeavors.

Human Resource
Infedis Infotech LLP



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Chapter I

1.1 Organization Profile

With more than 60 associates, Hidoc Dr. was launched in December 2017. It is in Pune, India, and Delaware, the US. Monthly active users on the platform are more than 761,722 with a backing of more than 800,000 doctors in India. Hidoc Dr. is a special doctor networking platform (DNP) based on AI where the medical second opinion and case discussions are made free. It consists of more than 1 million case discussions, 30,000+ healthcare journals, learning modules, quizzes and 40+ medical specialities conferences. It is also a pharmaceutical brand advertising and marketing platform of doctors. Hidoc considers more than 170 countries and has such tools as drug databases, interaction checkers, and AI-enabled content filters. It captures 8 million sessions monthly with 100,000 doctors attending webinars.

Vision

Construct, develop and improve the best-in-class healthcare delivery service to doctors and patients.

Mission

In order to be able to offer quality products and services in a consistent manner that suit the prevailing environment in the business and get profits out of the same.

Values

Provide the same quality, respond to dynamic business situations, and make sure risks-related to daily business operations are calculated.

Scope of work

Doctors all over the world access it with great emphasis on the Indian market. Enhancing its facilities to the US, through HidocDr US.

Organisational Structure

Hidoc Dr. is based on a flat structure. Operations involve direct input by founders. It consists of a group of developers and a minor marketing crew.

1.2 Internship Report / Logbook

1.2.1 Daily reporting and auditing

- Monitored the daily reach, impression, and clicks of different brands.
- Health goals planned, day to day, and reported to the manager.
- Developed weekly, bi-weekly or tri-weekly reports on behalf of clients.
- Obtained client approvals on cron jobs, scrollers, stories, SMS templates and contents copied.

1.2.2 Team liaison 1.

- Collaborated with tech, content, and design teams to assist with any client issues.
- Worked with tele callers to get leads.

Dissertation Writing

- Prepared weekly report.

- Had meetings to solve call problems and generation of leads.

1.2.3 Presentation of Client Meetings and Analytics

- Accompanied clients in their meetings to solve queries and to update on campaign.
- Design and delivery of analytics dashboards.

1.2.4 Social media management

- Writing Google My Business page of Gadia Clinic.
- Applied ORM instruments and produced articles on medical conventions and testimonies.

1.2.5 HCP Umbrella Project

- Did partnerships with other organizations on behalf of HCP Umbrella.
- Diagnosed possible partners and organized meetings with them.
- Showed the prototype dashboard with the discussion of benefits.
- Spreading case studies and success stories to develop self-confidence.
- Managed internal communication, documentation and onboarding to teams.
- I was able to negotiate with those who could make a difference.

1.2.6 Reporting and review of articles

- Filled the gap between freelance writers and Hidoc content team.
- Gathered 2 3 medical articles per week to be accepted.
- Advertised vetted articles in the Hidoc site.

CHAPTER II

Background, Objectives & Methodology

2.1 Introduction – Background of the Study

As the world progresses to the era of digitalization, the healthcare industry has also become heavily inclined to digital marketing services to market their products and services to the healthcare professionals (HCPs). Digital marketing entails deployment of online channels such as websites, mobile applications, emails, and social media platforms to communicate to the target audiences successfully.

The digital medium is being increasingly used by HCPs to keep abreast with new advancements in the medical field. According to a study conducted by the Pew Research Centre, it was shown that 8 out of ten HCPs use the internet to access medical information particularly those that are provided by reliable sources. The trend has led to the adoption of digital marketing in the pharmaceutical and healthcare firms.

Online marketing aids to create brand awareness, achieve product visibility and establish proper relationship with doctors. Tailored digital campaigns to reach the HCPs can help the companies change their reputation and encourage good adaptation of treatment and products.

An effective campaign is hinged on the right knowledge on the behavior, interest, and preferences of HCPs. Through information analysis and studies, businesses will be able to design customized information that will be deemed important and helpful to healthcare specialists.

2.2 Objectives of the Study

- To examine how individual digital marketing approaches influence the visibility of brands and involvement of physicians
- To single out the most prominent metrics to measure the success of the healthcare marketing campaigns
- To suggest ways of making future digital marketing activity better

2.3 Methodology of the Study

- The Study Period: The study was done within a period of 2 months, i.e. 1 st April to 31 st May
- Study Design An interventional study about the digital marketing strategies applied between the period of internship
- Location of the study: The Hidoc Dr. digital platform was used to conduct the study

Data Source: Data has been obtained by utilizing the internal panel conducted by the Hidoc Dr. and online tools

- Data Collection Tools: Google forms were utilized to obtain the answers of participants

Dissertation Writing

- Sampling: The sampling technique included convenience sampling of the participants who could be easily reached
- Sample Size: The respondents who were surveyed prior to the campaign (pre-survey) included 35 respondents, and the post-survey included 35 respondents
- Data analysis: Microsoft Excel was employed to analyze data collected and entered data in the database in order to determine the performance of the campaign.

The main aim of the research referred to as the title, i.e., Evaluating the Impact of a Digital Campaign on HCPs: A Pre- and Post-Survey Analysis, was this much to assess the difference between the brand awareness and engagement of the healthcare professionals (HCPs) before and after a digital intervention had been conducted.

1. The sample size calculation of the theory.

The following assumptions on the required sample size were made based on the OpenEpi calculator (see the attached table):

Significance level (α) = 5% (two sided) *

Power p ($1-p$) = 80%

- Predicted unexposed awareness survey = 45%
- Anticipated post-intervene awareness (exposed) = 80%
- Odds ratio = 4.9
- Ratio of unexposed to exposed = 1:1
- The findings were that: The required sample size (with continuity correction) = 35 individuals per group (i.e. pre- and post-).

Total sample size = 70 (by formula of Fleiss with correction of continuity)

2. Application and Limitations

Although it was calculated that it would be required, it was only possible to include:

- 35 respondents of the post survey
- 35 participants of the pre-survey
- Total = 70 that is the ideal size suggested by Fleiss with continuity correction

Sample Size:X-Sectional, Cohort, & Randomized Clinical Trials	
Two-sided significance level(1-alpha):	95
Power(1-beta, % chance of detecting):	80
Ratio of sample size, Unexposed/Exposed:	1
Percent of Unexposed with Outcome:	45
Percent of Exposed with Outcome:	80
Odds Ratio:	4.9
Risk/Prevalence Ratio:	1.8
Risk/Prevalence difference:	35

	Kelsey	Fleiss	Fleiss with CC
Sample Size - Exposed	30	29	35
Sample Size-Nonexposed	30	29	35
Total sample size:	60	58	70

References

Kelsey et al., Methods in Observational Epidemiology 2nd Edition, Table 12-15
 Fleiss, Statistical Methods for Rates and Proportions, formulas 3.18 & 3.19
 CC = continuity correction
 Results are rounded up to the nearest integer.
 Print from the browser menu or select, copy, and paste to other programs.

Results from OpenEpi, Version 3, open source calculator--SSCohort
 Print from the browser with ctrl-P
 or select text to copy and paste to other programs.

Nonetheless, a number of practical limitations applied to the sample collection:

The internship was all virtual, thus, restricting face-to-face follow-up and collection of data.

- The internship did not take a long time period (March-May 2025).
- Though target population (active HCPs on Hidoc Dr.) is large (the number is approximately 1000 of relevant users), her or his participation in surveys on voluntary basis is not at all easy.
- Digital survey response rates among the professionals are normally low since they are subjected to the workload and platform fatigue.
- 3. Representativeness and Sufficiency

Despite these limitations, there remains the final sample size:

- It has a selected statistical sample size that exceeds the recommended amount (n=70) to identify the expected effect size.
- Ensures metal-equivalence of the pre and post intervention groups.
- Gives directionally viable answers to the efficacy of the digital campaign.

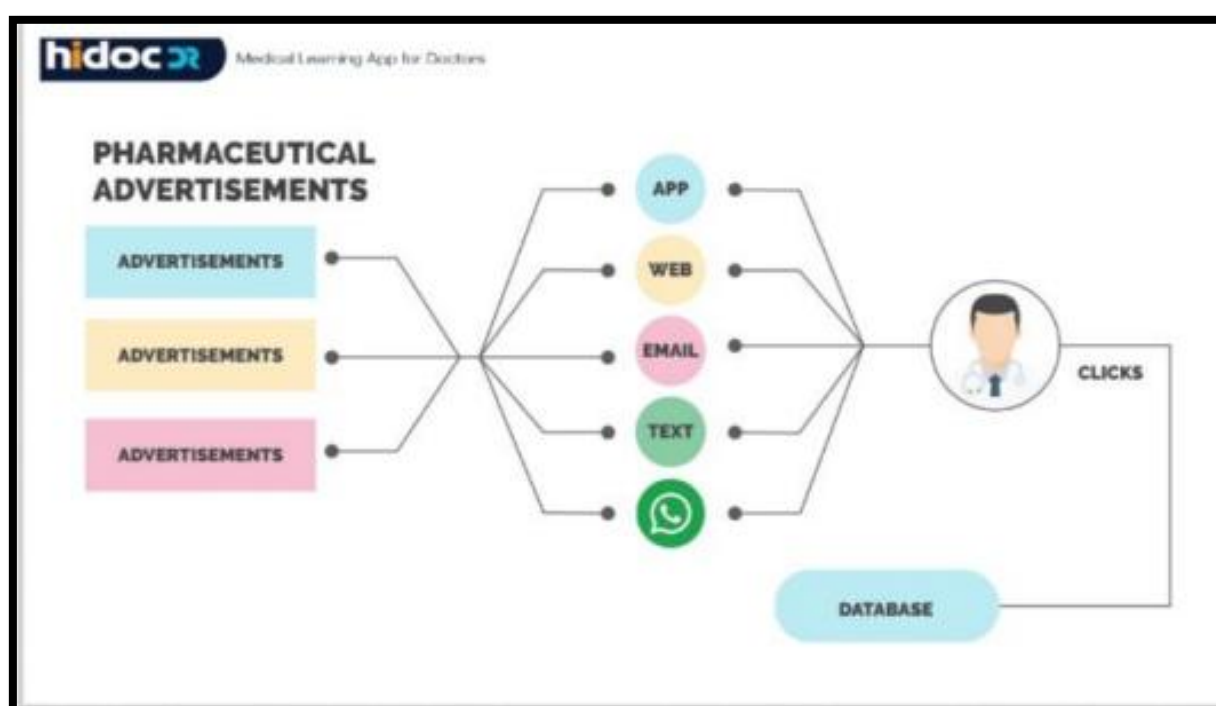
Chapter III

The Impact of campaign on HCPs pre and post analysis.

3.1 Introduction

Mode of promotions used by Hidoc to create awareness and to educate HCPs: -

3.1.1 The Hidoc campaign format under the Omni Channel category involves providing impressions to the target group in the following ways: Hidoc App, Web, Emails, Text Messages and WhatsApp. The strategy has the advantage of offering several touchpoints to the users thus yielding a higher likelihood of engagement and action as a result of campaign. Therefore, through the through utilization of these various channels, Hidoc hopes to maximize on the reach and effectiveness of the campaign so that users of the campaign can interact with the campaign in a manner that appeals to them, and that they find convenient.



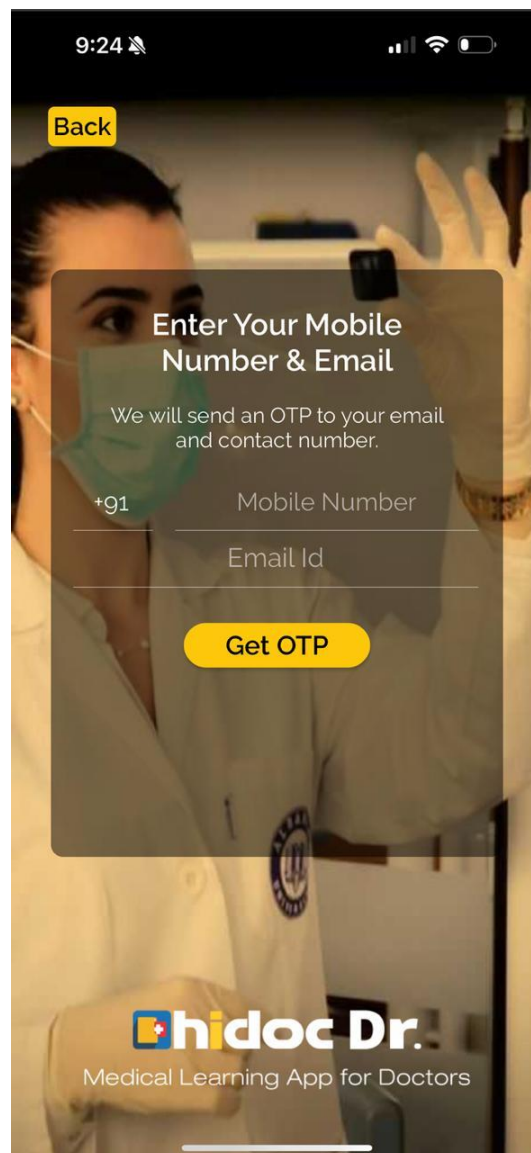
3.1.2 User Journey of Hidoc App

Medical practitioners (HCPs) who will initially get the Hidoc app downloaded on their phones will receive a screen that welcomes them to sign up. The following steps can be applied during sign-up:

- Enter email address: HCPs have to send their email address in the target field. This is a form of identification and it enables Hidoc to talk to them through email.
- Mobile Number: HCPs also have to provide their mobile number in the given box. It is utilized in the purpose of verification and allows Hidoc to send an OTP (One-Time Password) to verify.
- OTP Verification: after inputting the email address and mobile number, Hidoc generates an OTP to be sent to the inputted mobile number. The HCPs have to input this OTP to confirm their identity.
- Redirection to Home Page: Upon a successful verification of OTP, HCPs will be

Redirected to Home Page of the Hidoc app. This is where the entry to different features, functions and facilities in the app begins.

By following this sign-up process, HCPs can create an account on the Hidoc app and gain access to the platform's features, including the ability to engage in medical discussions, connect with colleagues, access medical content, and more.



Sign up Page

3.1.3 The Home Page of the Hidoc app serves as the central hub of information and provides easy access to various features for healthcare professionals (HCPs). It is designed to accommodate the high traffic of HCPs and offers the following options:

- **Medical Chat:** The option enables HCPs to conduct medical chats and share their knowledge with each other. They are able to post questions, give their observation and engage others in discussions of different medical related issues.
- **Case Presentation:** The feature allows HCPs to discuss and present medical cases among the professionals. They are able to get opinions, collect feedbacks and share problems in tough cases and this creates a cooperative learning process.
- **Calculators:** This will give you the facility to use medical calculators that enable the HCP

make precise calculation of a series of medical parameters e.g., drug dosages, BMI (Body Mass Index), renal functions and many others.

- **Quizzes:** HCPs may take part in quizzes proposed on the Home Page to check their knowledge of medicine and being in touch with all the latest trends in the sphere. They constantly learn with these quizzes which have a large scope in medical areas.
- **Drug Database:** This option gives an extensive list of drugs, and HCPs can get detailed data regarding medications, dose, indications, contraindications, side effects, and interactions.
- **Guidelines:** HCPs are able to look at medical guidelines and protocols concerning various specialties and conditions. The guidelines act as ready source of evidence-based practices and guide in making informed clinical decisions.
- **Webinars:** The next alternative personifies the option of HCPs being exposed to webinars and online education programs organized by specialists in regard to medicine. These virtual seminars dwell upon a variety of issues, giving numerous valuable insights and updates.
- **Telemedicine:** HCPs are able to utilize the aspect of telemedicine consultations with patients. It is also an easy method of communicating with patients at a distance, to diagnose medical conditions, offer medical guidance and prescription of medication. By offering these options on the Home Page, Hidoc aims to provide a comprehensive and user-friendly experience for HCPs, enabling them to access a wealth of information, collaborate with peers, enhance their medical knowledge, and efficiently manage their clinical practice.



HOME PAGE

3.1.4 The given ad placement is scrolling the ad at the main screen of the Hidoc application and can be regarded as the most interactive ad placement. It adopts using the fixed banners in advertisement. The static banner should have the following specifications:

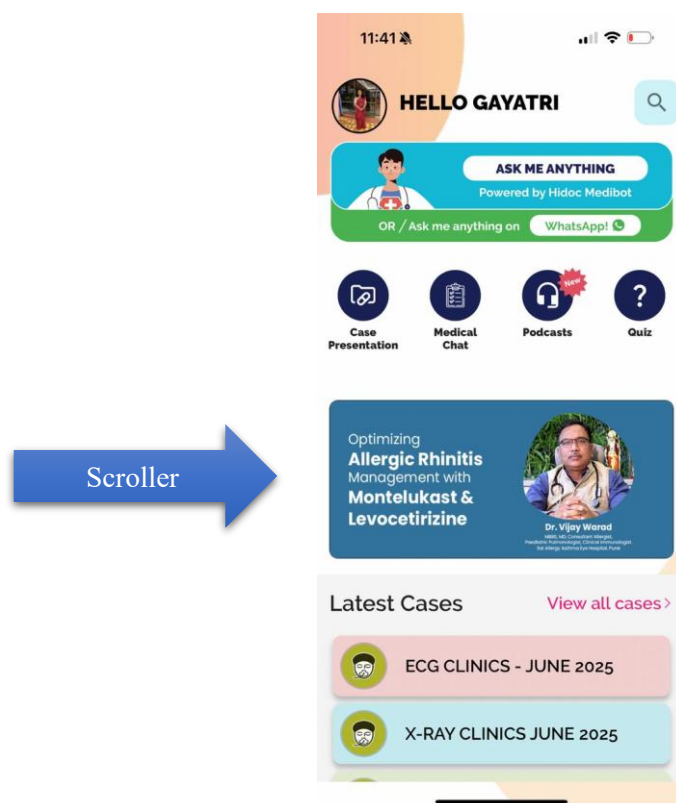
The ad positioning will be a scroll-down area at the home screen, which enables the ad creators to present his/her promotional information in a very attractive form. Because of its high position and size, such placement will help it attract the coverage of healthcare professionals (HCPs) and maximize an engagement.

Advertisers can use the static banners to deliver their messages, special offers, or even the information about their brands to HCPs. These banners can contain pictures, words, logos together with other appropriate graphics in order to carry the intended advertising information.

The scroll down functionality of this advert positioning will also allow several banners to be shown in series thus offering diversity and versatility in terms of exposure to various adverts. Such a dynamic technology increases the probability of attracting the attention of HCPs and creating a more significant engagement level.

Generally, advertisers have the potential of placing their ad on the home page of the Hidoc app through scrolling ad.

the appropriate method of contacting and presenting to HCP world using the static banners that contain the size of 1920x400 pixels.



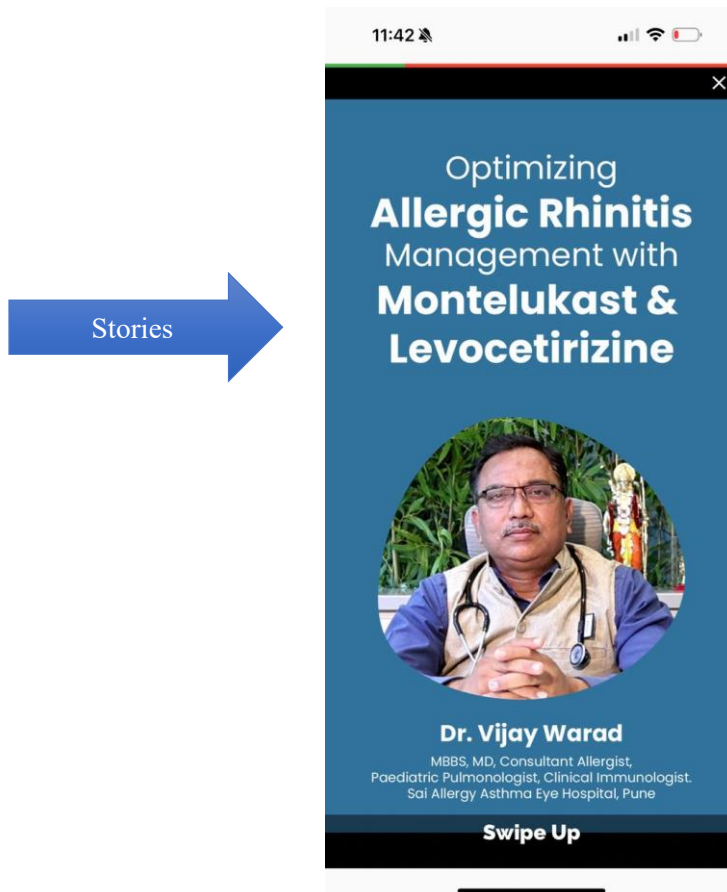
Under the Medical Chat section of the Hidoc app, there are two major options: Stories and Cases. These options provide healthcare professionals (HCPs) with different avenues to engage and share medical knowledge. Here are the specifications for the Stories option:

2.1.5 Stories:

- **Static Banners:** Stories use only static banners. These are banners aimed at carrying a certain message or an advertisement of a product or service.

- Size: Static banners in Stories usually have the dimensions of 1080x1920 pixels.
- Advertisers, medical institutions, or HCPs themselves may use Static banners in Stories to share relevant information, educational content, news or promoting messages. The bigger size of the banners on Stories is sufficient to bring out the intended message.

By using the option of Stories, HCPs can learn news and explore various topics to be aware of the latest changes in the sphere of medicine. It is an avenue of sharing, learning and networking within the community using the Hidoc app.



Generally, the Medical Chat app section, Stories, works by using fixed banners of 1080x1920 pixels to present useful and interactive content in the healthcare industry.

3.1.6 The Cron in the feed of the doctor on the Hidoc app is one of the places of placing ads that attract the attention of healthcare professionals (HCPs). It lies second in terms of interest to place ad on the app. Several other interesting formats of content can be used in this section, e.g. in the form of GIFs, videos, banners. The content of the section Cron will follow the following specifications:

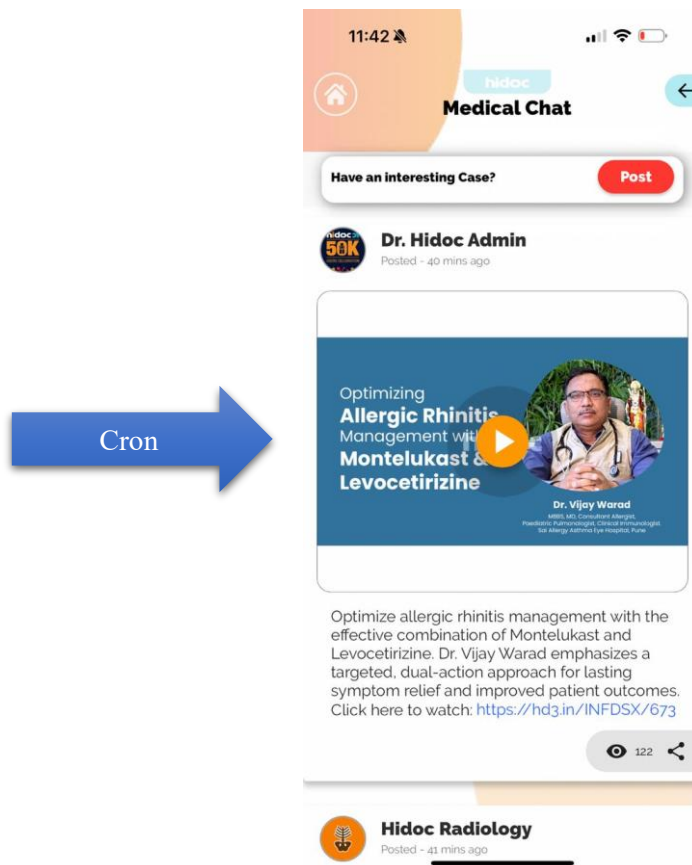
- Content Formats: The Cron section supports GIFs, videos and banners. These formats will help advertisers create aesthetic and catchy messages that attract attention in the stream of the doctor.
- Measures: The suggested size of the matter in the Cron part is 1920x1080 pixels. This makes the information adjust to show in the best way and is applicable to fit in the arranged space.

Using GIFs, videos and other types of banners in the Cron section, advertisers will use the most effective content formats of the modern times. GIFs and videos are dynamic and appealing to the eyes and banners are static though effective to communicate messages and promotions.

The content in the Cron section has sufficient size to display the advertisement with higher size of

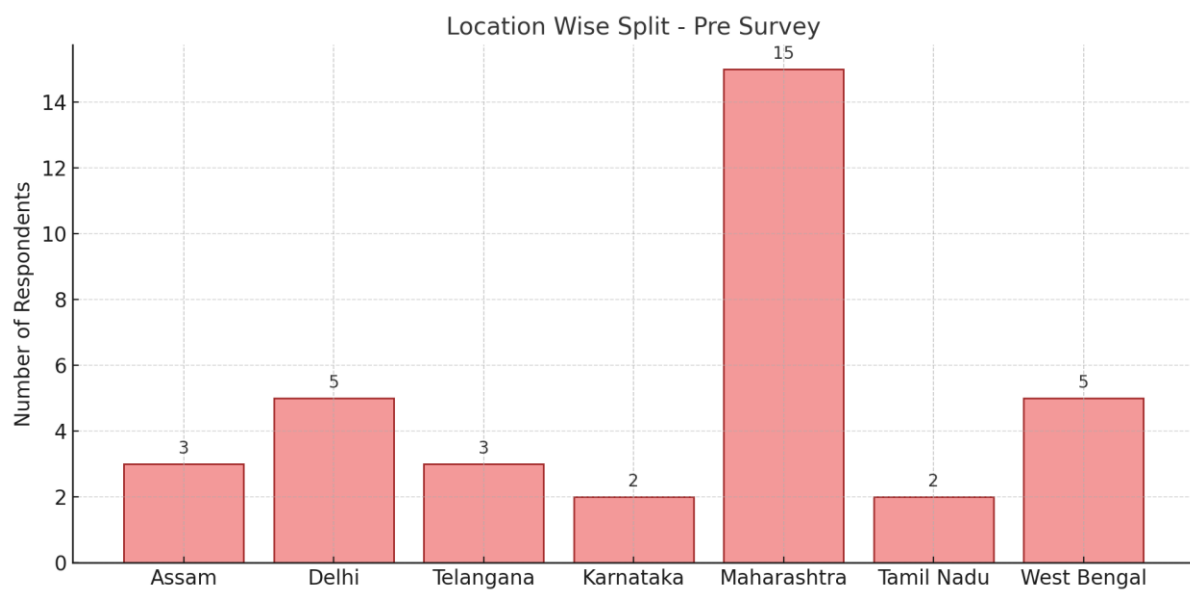
1920x1080 pixels. This means that such advertisers can convey their message to the audience in a pleasing way and reach their maximum potential in interacting with the HCP audience.

All in all, Cron section on the feed of a doctor on the Hidoc app offers an interactive advertising position that accommodates GIFs, videos, and banners. The size statement of 1920x1080 gives the best display of the content with the increased experience and involvement of the healthcare professionals in the advertisement.

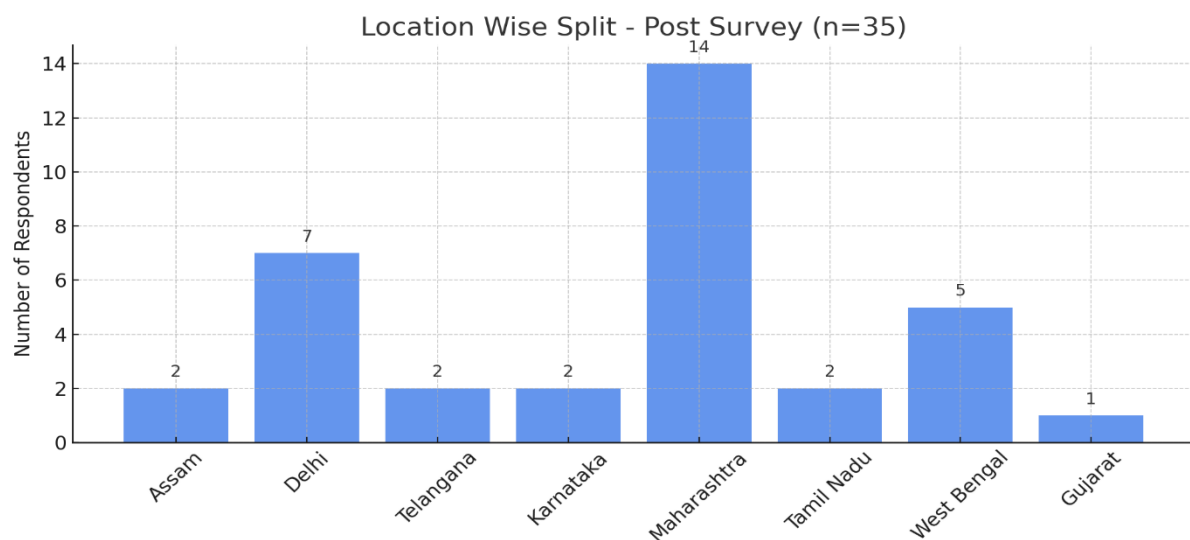


3.2 Data Analysis and Findings

To carry this project out I have carried out an online survey that contains questions which pertain to the effect of Digital campaigns that is beneficial to the HCPs. On the basis of the answers I received to the questions of survey, I got the following analysis and results. These survey questions were developed by me, and they were activated in my Senior Managements permission. Questionnaire will be used to collect data and analysis to be performed with the help of Excel 365 Microsoft and results to be summarized as figures and graphs. Analysis: Using the information we received as result of questionnaire Specialization and Geographical variables are the variables that has been gathered by the following questionnaire. The data taken before the survey and after the survey is indicated below.

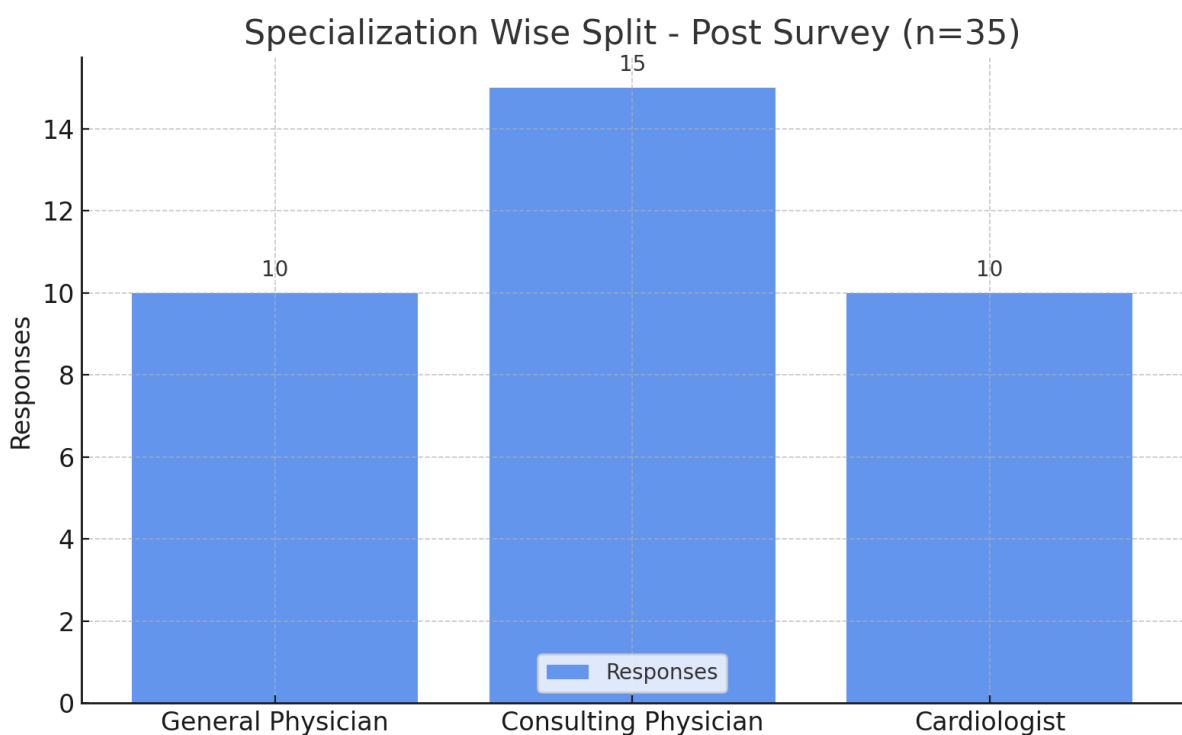
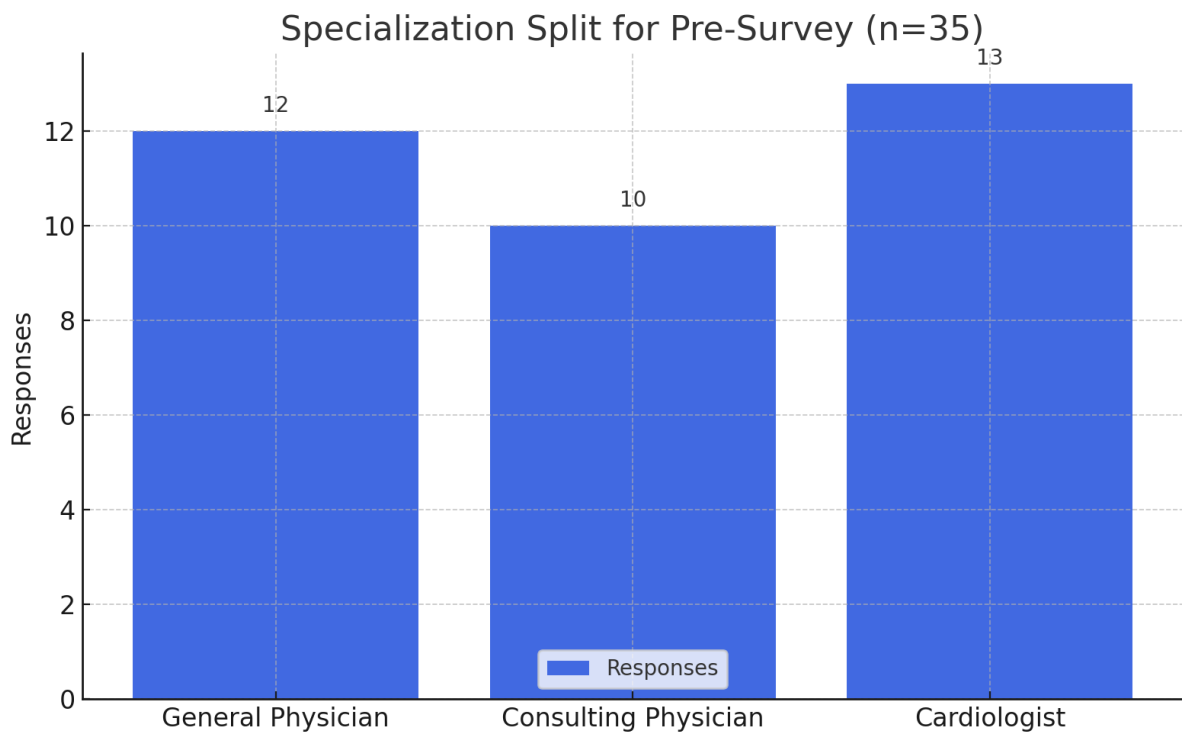


Graph-3.2.0(State-Wise Distribution of Responses)



Graph-1(State-Wise Distribution of Responses) for both pre and post survey.

As the Brand on which we are work is related to heart and migraine, for that reason I had targeted 3 specializations for both pre and post survey.

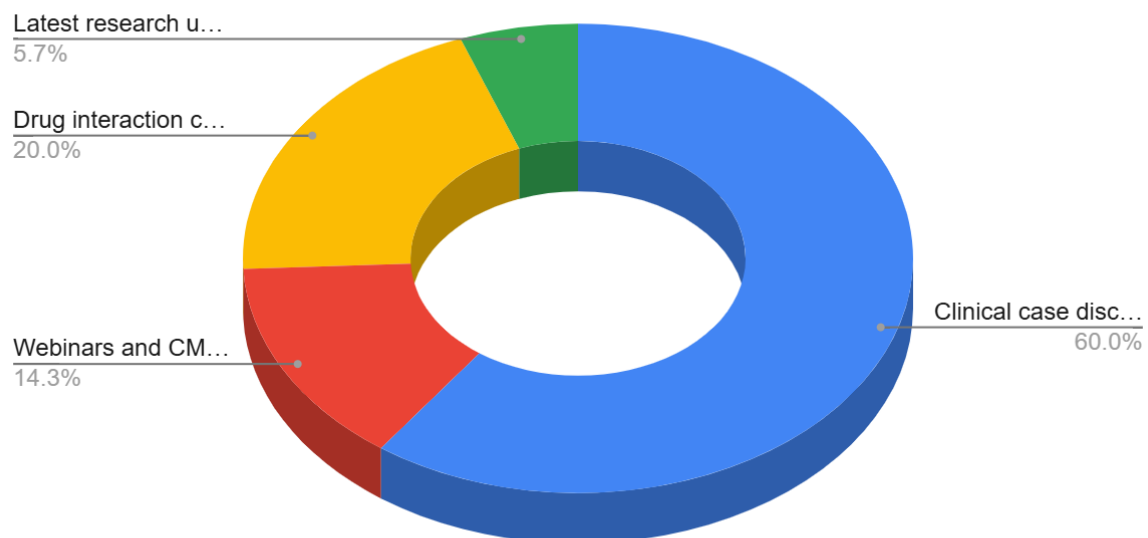


Graph 2 – (Specialization wise split for both pre and post survey)

Pre- Survey Question 1	Answer	Frequency
1. Which feature of the Hidoc app do you find most helpful in your daily practice?	Clinical case discussions	14
	Webinars and CME content	9
	Drug interaction checker	6
	Latest research updates	1
	Others	5
TOTAL		35

Table 1 - Which feature of the Hidoc app do you find most helpful in your daily practice?
For both pre and post survey.

Post- Survey Question 1	Answer	Frequency
Which feature of the Hidoc app do you find most helpful in your daily practice?	Clinical case discussions	21
	Webinars and CME content	5
	Drug interaction checker	7
	Latest research updates	2
	Others	0
TOTAL		35

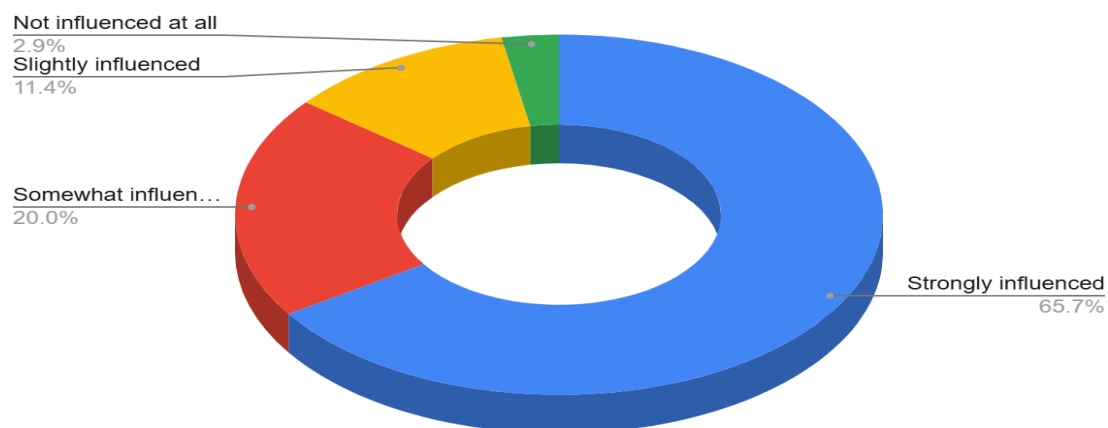


Graph 3 - Which feature of the Hidoc app do you find most helpful in your daily practice?

Pre- Survey Question 2	Answer	Frequency
How has the Hidoc platform influenced your clinical decision-making?	Strongly influenced	15
	Somewhat influenced	10
	Slightly influenced	7
	Not influenced at all	3
TOTAL		35

Table 2 **How has the Hidoc platform influenced your clinical decision-making?** For pre and post survey.

Post- Survey Question 2	Answer	Frequency
How has the Hidoc platform influenced your clinical decision-making?	Strongly influenced	23
	Somewhat influenced	7
	Slightly influenced	4
	Not influenced at all	1
TOTAL		35

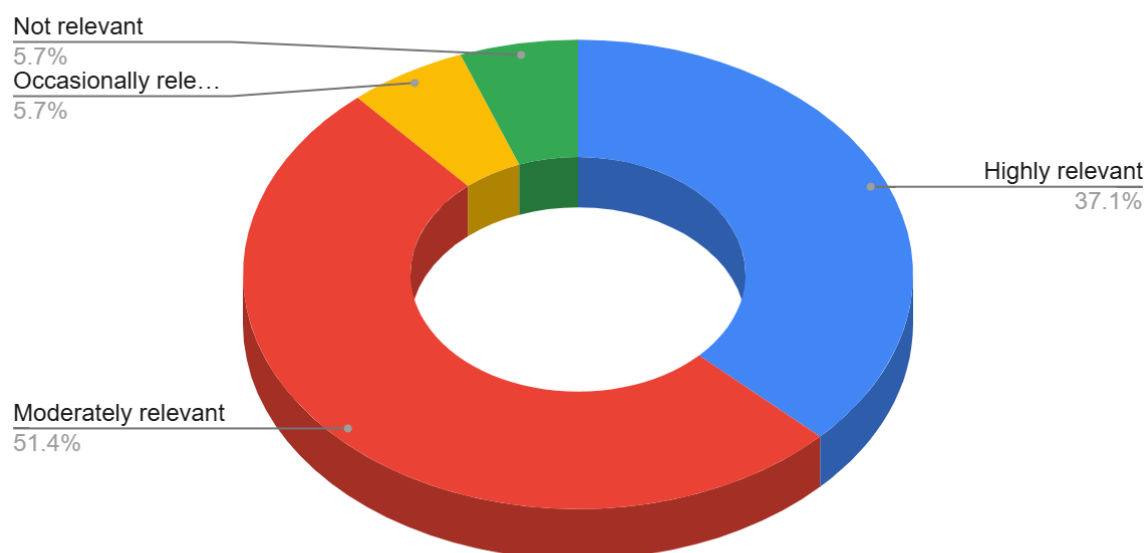


Graph 4 - **How has the Hidoc platform influenced your clinical decision-making?** Post survey analysis.

Pre- Survey Question 3	Answer	Frequency
How relevant do you find the content delivered through Hidoc campaigns?	Highly relevant	10
	Moderately relevant	14
	Occasionally relevant	6
	Not relevant	5
TOTAL		35

Table 3 - **How relevant do you find the content delivered through Hidoc campaigns?** For both pre and post survey.

Post- Survey Question 3	Answer	Frequency
How relevant do you find the content delivered through Hidoc campaigns?	Highly relevant	13
	Moderately relevant	18
	Occasionally relevant	2
	Not relevant	2
TOTAL		35

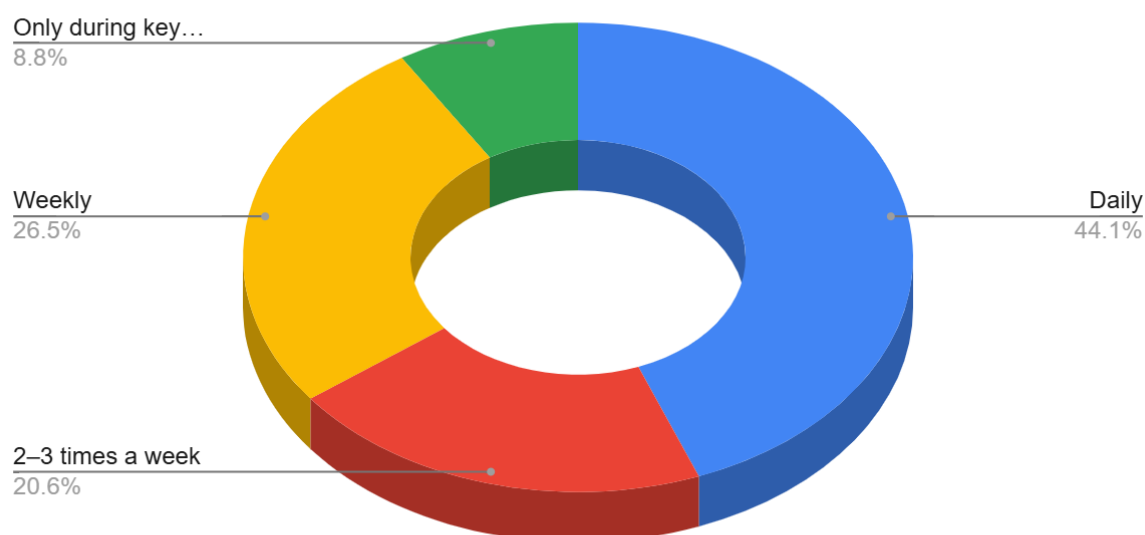


Graph 5 - **How relevant do you find the content delivered through Hidoc campaigns?** Post survey analysis.

Pre- Survey Question 4	Answer	Frequency
How often would you prefer to receive content or updates from platforms like Hidoc?	Daily	11
	2–3 times a week	8
	Weekly	6
	Only during key medical updates or events	6
TOTAL		35

Table 4 - **How often would you prefer to receive content or updates from platforms like Hidoc?**
For both pre and post survey.

Post- Survey Question 4	Answer	Frequency
How often would you prefer to receive content or updates from platforms like Hidoc?	Daily	15
	2–3 times a week	7
	Weekly	9
	Only during key medical updates or events	3
TOTAL		35

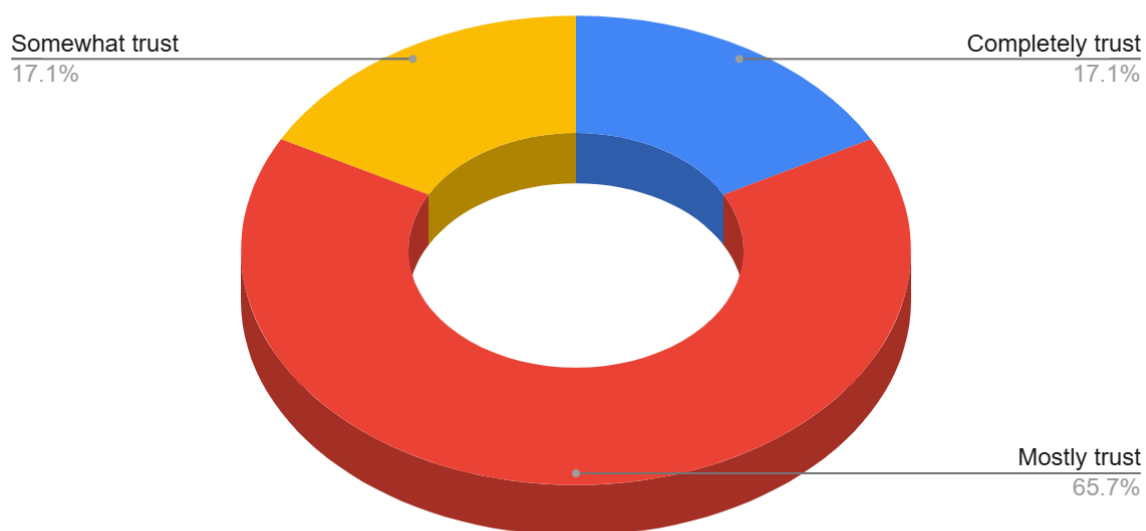


Graph 6 - **How often would you prefer to receive content or updates from platforms like Hidoc?**
Post survey analysis.

Pre- Survey Question 5	Answer	Frequency (Not unique)
To what extent do you trust the information shared on the Hidoc platform?	Completely trust	7
	Mostly trust	9
	Somewhat trust	19
TOTAL		35

Table 5 - To what extent do you trust the information shared on the Hidoc platform? pre and post survey

Post- Survey Question 5	Answer	Frequency (Not unique)
To what extent do you trust the information shared on the Hidoc platform?	Completely trust	6
	Mostly trust	23
	Somewhat trust	6
TOTAL		35

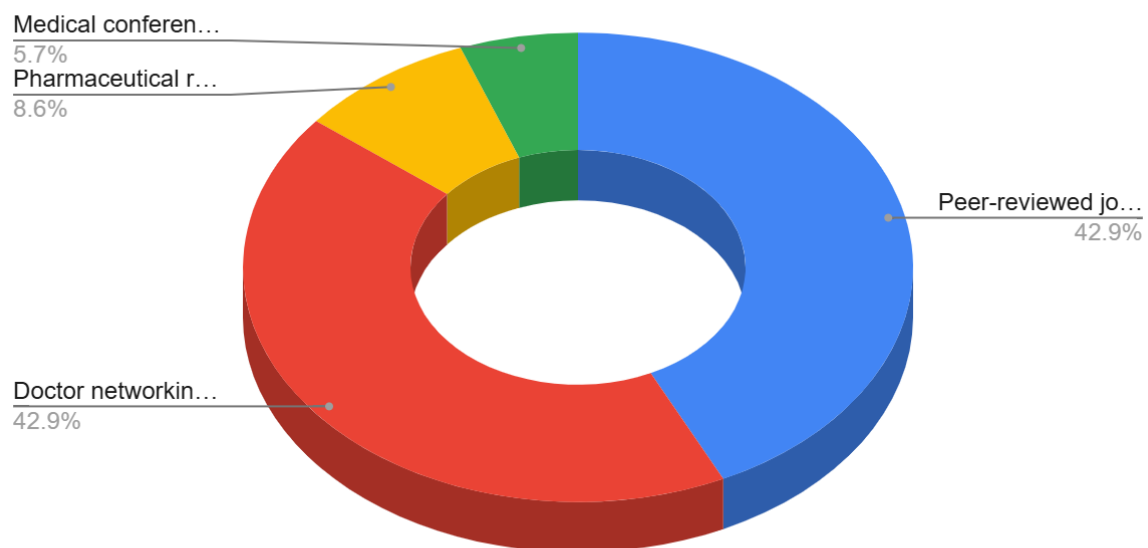


Graph 7 - To what extent do you trust the information shared on the Hidoc platform? post survey analysis.

Pre- Survey Question 6	Answer	Frequency
Which source do you consider most trustworthy for medical content?	Peer-reviewed journals	12
	Doctor networking platforms like Hidoc	11
	Pharmaceutical representatives	8
	Medical conferences	3
	Social media groups	1
TOTAL		35

Table 6 - **Which source do you consider most trustworthy for medical content?** Pre and Post survey analysis.

Post- Survey Question 6	Answer	Frequency
Which source do you consider most trustworthy for medical content?	Peer-reviewed journals	15
	Doctor networking platforms like Hidoc	15
	Pharmaceutical representatives	3
	Medical conferences	2
	Social media groups	0
TOTAL		35

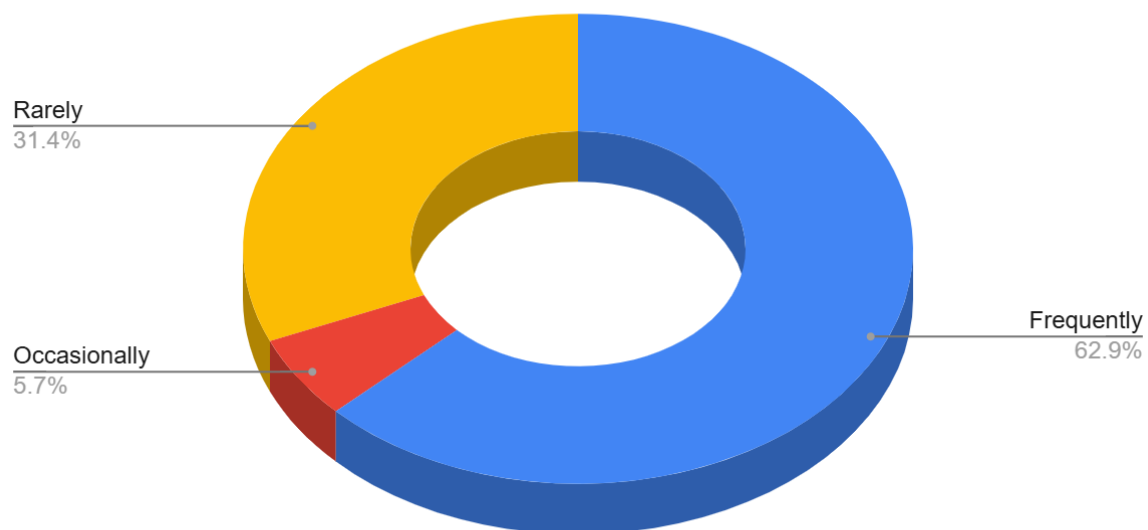


Graph 8 - **Which source do you consider most trustworthy for medical content?** Post survey analysis.

Pre- Survey Question 7	Answer	Frequency
Have you applied any clinical insights gained from Hidoc in your real-world practice?	Frequently	17
	Occasionally	6
	Rarely	12
TOTAL		35

Table 7 - **Have you applied any clinical insights gained from Hidoc in your real-world practice?**
Pre and Post survey analysis.

Post- Survey Question 7	Answer	Frequency
Have you applied any clinical insights gained from Hidoc in your real-world practice?	Frequently	22
	Occasionally	2
	Rarely	11
TOTAL		35

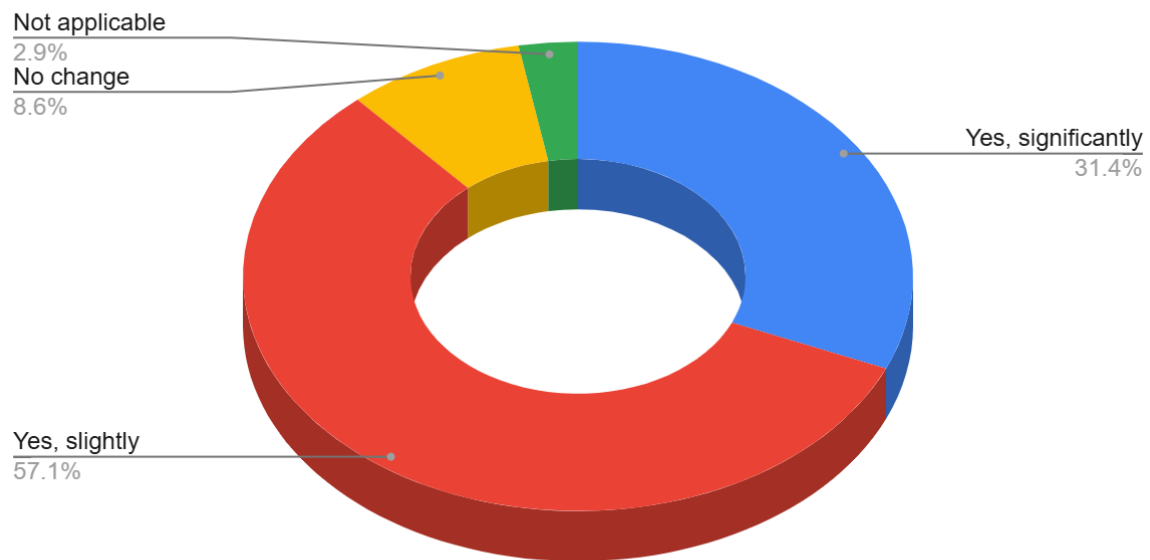


Graph 9 - **Have you applied any clinical insights gained from Hidoc in your real-world practice?**
Post survey analysis.

Pre- Survey Question 8	Answer	Frequency
Have your brand preferences changed as a result of digital campaigns on Hidoc?	Yes, significantly	10
	Yes, slightly	14
	No change	8
	Not applicable	3
TOTAL		35

Table 8 - **Have your brand preferences changed as a result of digital campaigns on Hidoc?** Pre and Post survey analysis.

Post- Survey Question 8	Answer	Frequency
Have your brand preferences changed as a result of digital campaigns on Hidoc?	Yes, significantly	11
	Yes, slightly	20
	No change	3
	Not applicable	1
TOTAL		35

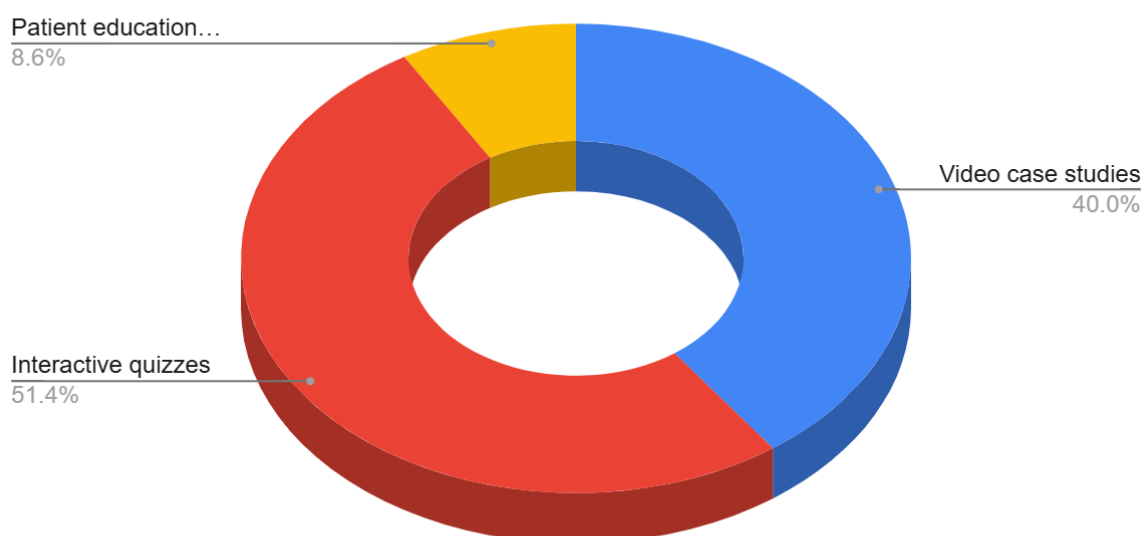


Graph 10 - **Have your brand preferences changed because of digital campaigns on Hidoc?** Post survey analysis.

Pre- Survey Question 9	Answer	Frequency
What additional topics or formats would you like to see more of in future Hidoc campaigns?	Video case studies	13
	Interactive quizzes	15
	Patient education tools	6
	Guidelines updates	1
TOTAL		35

Table 9 - **What additional topics or formats would you like to see more of in future Hidoc campaigns?** Pre and Post survey analysis.

Post- Survey Question 9	Answer	Frequency
What additional topics or formats would you like to see more of in future Hidoc campaigns?	Video case studies	14
	Interactive quizzes	18
	Patient education tools	3
	Guidelines updates	0
TOTAL		35

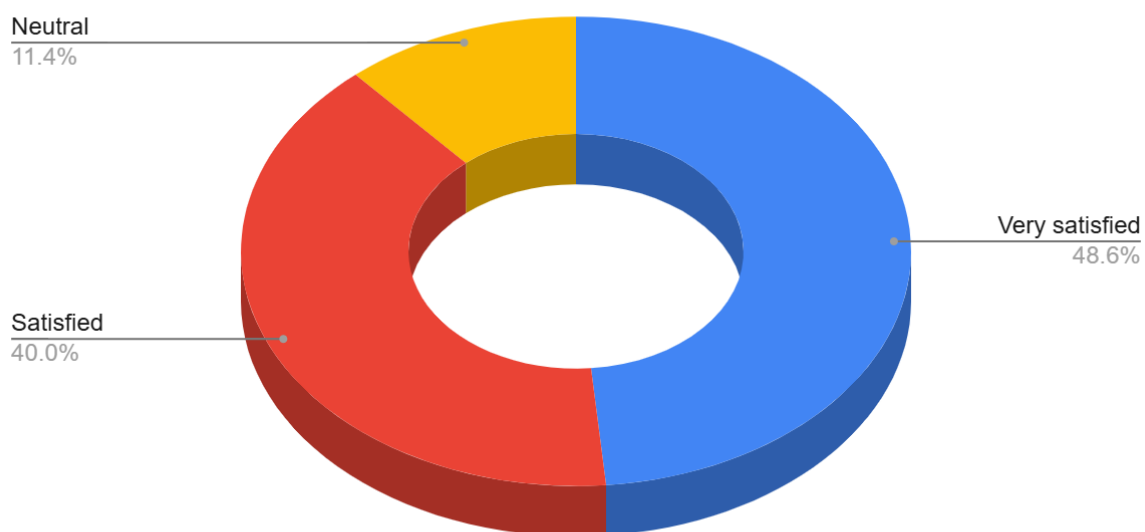


Graph 11 - **What additional topics or formats would you like to see more of in future Hidoc campaigns?** Post survey analysis.

Pre- Survey Question 10	Answer	Frequency
How satisfied are you with the overall user experience of the Hidoc app?	Very satisfied	10
	Satisfied	16
	Neutral	9
TOTAL		35

Table 10 - Would you recommend the XYZ brand to other healthcare professionals for more awareness? Pre and Post survey analysis.

Post-Survey Question 10	Answer	Frequency
How satisfied are you with the overall user experience of the Hidoc app?	Very satisfied	17
	Satisfied	14
	Neutral	4
TOTAL		35



Graph 12 - How satisfied are you with the overall user experience of the Hidoc app? Post survey analysis.

3.3 Conclusion

As the results of the pre and the post survey enable one to compare, it can be seen clearly that there is a positive change in the perception of the target audience about the brand. All major segments like the brand recommendation, exposure on the Hidoc, using the app, understanding of the logo, and the slogan have registered satisfactory improvement.

In a bid to continue improving on this bracket, the brand ought to be keen on measures that can maintain and widen its coverage. It is represented through such actions as organic word-of-the-mouth promotion, more activity in social media, attendance in events in the healthcare industry, more activity on the Hidoc platform, and constant support of its brand identity.

Such a step can help the brand increase its visibility, credibility and engagement in the healthcare community. According to the results of the given survey, there is a positive shift in the general perception of the brand.

3.4 Recommendations

- Increase the presence of Social Media
- Even though social media should be included as a key tool of visibility, the data collected after the survey shows a slight decrease in the engagement levels. In order to turn this around, it is very important that the brand publishes informative and appealing content and runs specific ad campaigns, and cooperates with authoritative representatives in the sphere of healthcare in order to increase the reach.
- Participate in Medical Conferences and Forums
- Less participants found out about the brand in events and conferences. To cope with this, the brand needs to improve their presence in any industry-related events, promote its contribution, and build connections with medical workers.
- Increase Penetration on Hidoc Web Site
- The consciousness about Hidoc has gained strength on the platform and the trend must be continued. This would be possible through consistent publishing of thought leader articles, taking part in discussions as well as associating with the main opinion makers in the health care sector.
- To increase brand awareness
- Although awareness in logging and tagline is much better, there is room to be better. Exploit the idea of creating powerful, consistent visual images and make sure that tagline reflects the fundamental values of the brand. Homogeneity in the digital environment, marketing collaterals and the app will also reinforce recognition.

3.5 References

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Dissertation Writing

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Survey Questionnaire:

Name

Specialization

Location

1. **Which feature of the Hidoc app do you find most helpful in your daily practice?**

- a. Clinical case discussions
- b. Webinars and CME content
- c. Drug interaction checker
- d. Latest research updates
- e. Others

2. **How has the Hidoc platform influenced your clinical decision-making?**

- a. Strongly influenced
- b. Somewhat influenced
- c. Slightly influenced
- d. Not influenced at all

3. **How relevant do you find the content delivered through Hidoc campaigns?**

- a. Highly relevant
- b. Moderately relevant
- c. Occasionally relevant
- d. Not relevant

4. **How often would you prefer to receive content or updates from platforms like Hidoc?**

- a. Daily
- b. 2–3 times a week
- c. Weekly
- d. Only during key medical updates or events

5. **To what extent do you trust the information shared on the Hidoc platform?**

- a. Completely trust
- b. Mostly trust
- c. Somewhat trust

6. **Which source do you consider most trustworthy for medical content?**

- a. Peer-reviewed journals

- b. Doctor networking platforms like Hidoc
 - c. Pharmaceutical representatives
 - d. Medical conferences
 - e. Social media groups
7. **Have you applied any clinical insights gained from Hidoc in your real-world practice?**
- a. Frequently
 - b. Occasionally
 - c. Rarely
8. **Have your brand preferences changed as a result of digital campaigns on Hidoc?**
- a. Yes, significantly
 - b. Yes, slightly
 - c. No change
 - d. Not applicable
9. **What additional topics or formats would you like to see more of in future Hidoc campaigns?**
- a. Video case studies
 - b. Interactive quizzes
 - c. Patient education tools
 - d. Guidelines updates
10. **What additional topics or formats would you like to see more of in future Hidoc campaigns?**
- a. Very satisfied
 - b. Satisfied
 - c. Neutral

Dissertation 3

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