CLIRNET®

Collaborate • Learn • Innovate • Research • Network

Impact Analysis - Key Insights

Prof. Shirish C. Srivastava

HEC Paris

&

Prof. G. Shainesh

Indian Institute of Management Bangalore

CLIRNET is the largest Live CME (Continuing Medical Education) and doctor generated content (MedWiki®) platform in India with presence from metropolitan cities to most rural areas. Partnering with national medical associations, institutions & the healthcare industry, CLIRNET serves 250,000+ doctors by providing them with free digital tools and services that equip them to deliver last mile patient care that is accessible, affordable and equitable. The platform leverages innovative data and audio technologies to take doctor collaboration & knowledge sharing to a new level. As of today, CLIRNET impacts 100M+ patient health outcomes annually. Led by a majority-women team of 100+ members (from NYU, IIM, IIT, and other premier institutes), CLIRNET is a Stanford Seed company (Class of 2022) that was nominated by Times Network Digital Summit in the Top 5 Companies for Digital Social Innovation.

BACKGROUND

Enhancing the capabilities of doctors and efficiency are critical to improving health-care outcomes for patients in India. Prof. Shirish C. Srivastava, HEC Paris and Prof. G. Shainesh, IIM Bangalore conducted a study on the impact of CLIRNET's solutions. Their research examined the value created by CLIRNET's service delivery model, its impact on doctors and patients, and potential opportunities for CLIRNET. As a first step in this on-going research project, they analysed data from over 2,000 CME sessions and followed up with a detailed telephonic and online survey of 220 doctors.

The survey sought to understand how doctors manage complex patient cases, the effectiveness of CLIRNET's solutions and their impact on doctors and patients. Findings indicate that 90% of doctors connecting on CLIRNET's platform for MasterConsult and MasterCircle sessions felt that conversations with specialists and peers influenced their treatment plan. A majority of them confirmed impact on 50 - 100 patients every month. CLIRNET received an excellent 91% Net Promoter Score (NPS) indicating a very high willingness by user doctors to recommend CLIRNET to other peer doctors. The increasing usage of CLIRNET's MedWiki® is another encouraging trend.

A summary of data analysis of CME sessions and survey findings is listed below.

1. Benefits from the CLIRNET Platform

CLIRNET is a real-time online knowledge-sharing platform where doctors can connect with other doctors on specific patient cases or to update themselves in multiple areas of medicine. The survey indicates that Connecting doctors, who reach out with queries or to gain knowledge, are certainly benefitting from the platform across key demographics including gender, location, specialty, age/ experience, among others. 75% of the Connecting doctors stated that the conversations were based on specific queries related to treatment related issues. A majority of these conversations would impact 50-100 patients every month. The data reveals that Speaker doctors, specialists who share knowledge, also gain from these interactions and conversations facilitated by the platform.

2. Impact of conversation with a peer over CLIRNET on the patient treatment plan of a Connecting doctor

90% of the Connecting doctors stated that the conversation with a peer impacted their treatment plan. In 95% cases it reassured the doctor or led to change of the treatment plan.

3. Comparison of personalised conversations with peers on CLIRNET Platform with traditional sources of information such as physical CME and journals

Doctors use physical CME, journals, internet and peers in equal measure for knowledge enhancement. Physical CME might not fulfil individualized patient-based discussion requirements. 83% of the Connecting doctors felt that conversations on CLIRNET Platform were as good as or better than traditional physical CME. Interestingly, 31% doctors felt that there was space for traditional physical CME indicating a continued interest in that mode of learning.

4. Willingness of doctors to participate in sessions on the CLIRNET Platform and to recommend it to other doctors (Net Promoter Score)

An overwhelming 97% of the Connecting doctors confirmed an interest to again participate in sessions on the CLIRNET platform. Connecting doctors gave a high 91% Net Promoter Score (NPS) on willingness to recommend CLIRNET to another doctor.

5. Impact of medical Q&A (Compendium; now renamed MedWiki®) on patient outcomes

89% of the Connecting doctors who read Compendium/ MedWiki® stated that they found it very useful in their practice. Every MedWiki® has a documented multiplicative impact on multiple patients of these Connecting doctors thus leading to overall positive patient outcomes.

6. Analysis of Doctor demographics

a. Qualifications –
Usage analysis indicates that generalist doctors find the platform attractive. Speaker doctors (specialists) agreed that knowledge sharing with generalists create higher impact. This insight shows a promising future for CLIRNET in expanding reach to improve knowledge-sharing among doctors.

b. Location –
The Connecting doctor's location impacts the usefulness of the platform. Connecting doctors with basic MBBS degree and practicing in smaller towns seem to gain more from the platform. The platform is also useful for doctors with specialist qualification residing in Class-2 cities as compared to those residing in Class-1 cities. Thus CLIRNET is impacting doctors practicing in non-metro cities of the country.

7. Participants' profile

Data shows that on an average, junior doctors (with lower number of years of practice) attend more sessions as compared to senior doctors. Among doctors with the basic MBBS qualification, more sessions are attended by practitioners from metros as compared to other cities. The needs of doctors, from non-metros, are being assessed to achieve greater participation from them.

8. Potential Improvements – CLIRNET platform

Data shows that doctors from metros tend to attend a greater number of sessions compared to those from non-metros. Perhaps this reflects a behavioural issue of a lack of interest to attend. However, more data would be needed to understand the real issues involved.
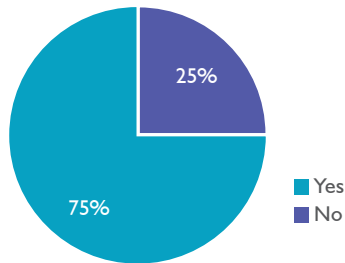
Conclusion:

Our preliminary study indicates that CLIRNET facilitates knowledge transfer. It is especially useful to doctors in smaller towns and cities as well as those with basic degrees. It has improved access to knowledge by leveraging digital technologies. Data also shows significant impact of this knowledge transfer on patients. As a platform, CLIRNET has tremendous opportunities to expand its reach among doctors through CME sessions and improve patient outcomes.

Questions/Results
of the **Doctor Survey**

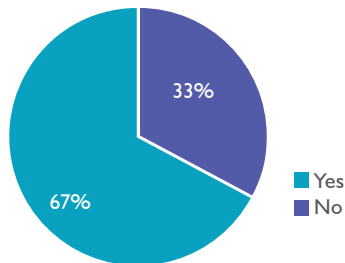The following provides an overview of the questions and responses to the Doctor Survey conducted.

Note: Compendium (now renamed Medwiki®) are incisive, experiential medical Q&As developed from content generated during doctor-to-doctor conversations.

[CME Analyzed = 2000]
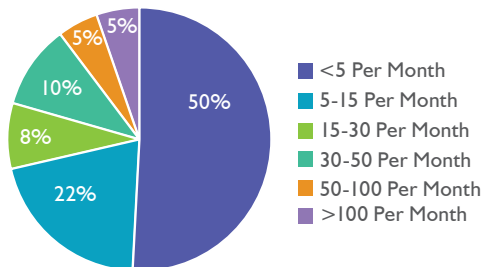[Doctor Participants (N) = 220]
Data Available on File

**1. Did the case you discussed relate to a real patient that you were consulting?**

- 25% No
- 75% Yes

2. Are such patient cases common?

- 33% No
- 67% Yes

3. How many such patients do you consult every month?

- 50% <5 Per Month
- 22% 5-15 Per Month
- 8% 15-30 Per Month
- 10% 30-50 Per Month
- 5% 50-100 Per Month
- 5% >100 Per Month

4. **On a scale of 1 – 5 where 1 is very low and 5 is very high, how much did the discussion help guide the treatment plan for your patient? (1 – 5)**
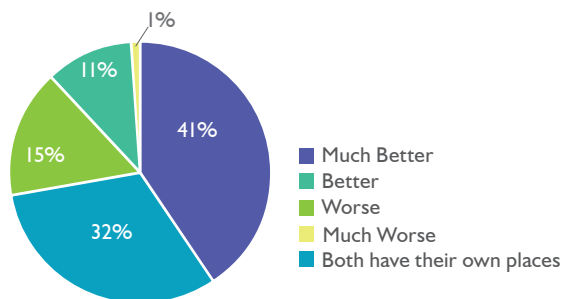

- 1% 1%
- 9%
- 43%
- 46%

Legend:
- 1
- 2
- 3
- 4
- 5
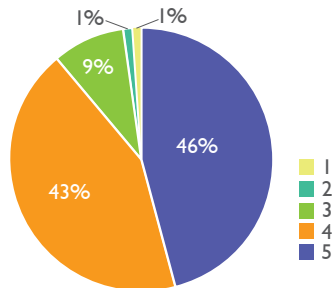
5. **Can you please describe how the specific patient case was affected by the guidance from the Speaker for you as a Doctor?** For example,
   a. Did it reassure you about your already planned treatment strategy? or
   b. Did it change your treatment strategy? Or c. Both?

- 4% 2%
- 15%
- 21%
- 58%

Legend:
- Reassured Treatment Strategy
- Changed Treatment Strategy
- Both
- Rarely
- NA
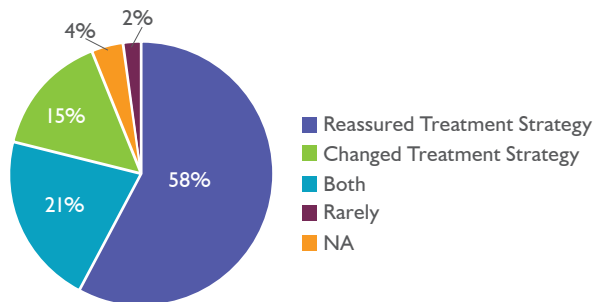
6. **How does MasterConsult compare to local CME sessions held by companies on effectiveness, timeliness, organization and ease of use?**


- 1%
- 11%
- 15%
- 32%
- 41%

Legend:
- Much Better
- Better
- Worse
- Much Worse
- Both have their own places

7. Where would you have collected this information in case you did not participate in a MasterConsult? *[Multiple Choice]*

- 28% CME sessions
- 25% Journals
- 24% Research the internet
- 23% Discuss with a peer
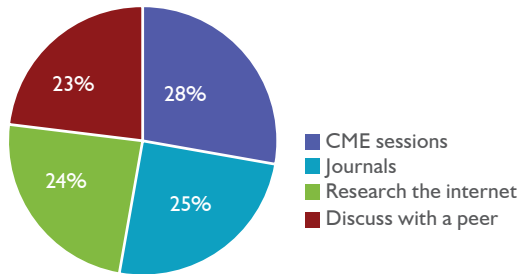
8. How would you compare MasterConsult with other sources of information for solving problem patient cases ?

- 44% Much Better
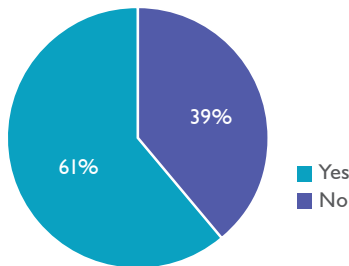- 9% Better
- 11% Worse
- 36% Both have their own places
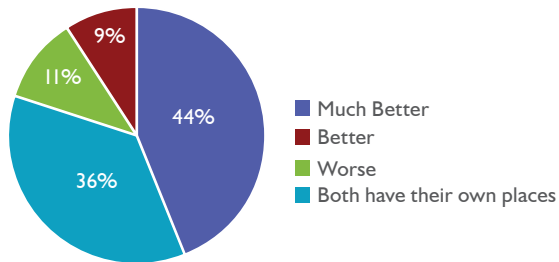
9. On a scale of 1 – 5 where 1 is very low and 5 is very high, how willing are you to recommend your Doctor colleagues to participate in such a session?

- 1
- 2
- 3 — 8%
- 4 — 25%
- 5 — 66%
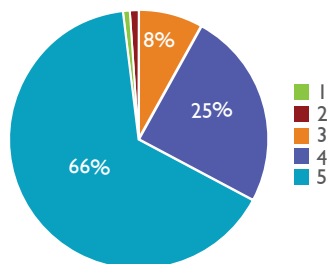
10. Will you participate in more such sessions?

- 3%
- 97%
- ■ Yes
- ■ No
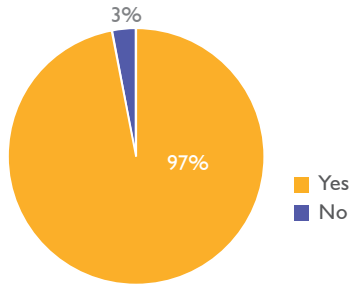
11. Have you read/referred our Compendium? (now renamed Medwiki®)

- 39%
- 61%
- ■ Yes
- ■ No

12. On a scale of 1 – 5 where 1 is very low and 5 is very high, how useful do you find Compendium in your daily practice?

- 1% 1%
- 9%
- 46%
- 43%
- ■ 1
- ■ 2
- ■ 3
- ■ 4
- ■ 5