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Omnicuris brings preventive cardiology with focus on pre-diabetic aspect

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Online CME platform Omnicuris is aiming to extend its reach to 2.5 lakh doctors to achieve a 150 percent hike over its current user base by the end of FY 2019. The healthcare startup is also planning to further diversify its content base across specialities to be able to offer online tutorials to doctors across the country.

The CME modules offered by Omnicuris are currently accessed by around 1 lakh doctors. Quality improvement of healthcare providers should be a continuous effort wherein doctors are constantly updated on the changing aspects of evidence-based medicine to ensure that the most appropriate kind of patient care is delivered. Based in Bengaluru, Omnicuris has most of its active doctor base form states such as Maharashtra, Tamil Nadu, Andhra Pradesh, Karnataka, among others. Its expansion plans for the next phase of growth are focused heavily on Northern and North eastern states.

Savitha Kuttan, Co-Founder and CEO, Omnicuris said, “While we have content for general practitioners, specialists and super specialists, our focus remains on primary care doctors. Skilling and reskilling of primary healthcare providers (GPs and CPs) to enable them towards prevention, appropriate early diagnosis, management and referrals is also a focus for Omnicuris. Reskilling the primary healthcare providers in our country’s evolving disease burden (NCDs) is a key to efficient healthcare delivery. We are also working towards increasing the reach of our platform both breadth and depth; across states and deeper within to reach tier 3 and below as well. Our online modules allow doctors in smaller towns and cities to easily stay abreast of latest developments in their fields.”

The approach to content development is a collaborative model by partnering with leading medical associations, medical institutes, medical councils and state governments. The robust medical team in Omnicuris first works to identify the knowledge upgradation and reskilling needs of the doctors and coordinates with over 35 partners to design and develop new modules every year and thus enables doctors to stay abreast with the latest developments in the field of medicine at their finger tips. Omnicuris will soon be launching a course on preventive cardiology with a special focus on the pre-diabetic aspect.

A Lancet report published last year found that 1.6 million people died due to poor quality of care in India in 2016. It concluded that inadequate quality of healthcare was a greater problem than access to healthcare. Various studies have proven a significant knowledge gap as well as practice gaps by both public and private doctors behind the inadequate quality of healthcare. This highlights the need for upskilling and reskilling of doctors and regularly upgrading their knowledge.

“We have signed MOUs with government bodies that will enable physicians in Tier II and Tier III cities to access our modules and also earn credit points. Almost all of our courses are free of cost and we generate our revenue from medical associations, pharma companies and government who use our platform for their digital reach out” Ms Kuttan explained.

Omnicuris intends to establish further relationships with more state governments while delving further into the content space and expanding into specialties where it is currently not present.