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CK Birla Hospitals, MediSage join hands to empower doctors in eastern India; expanding to SAARC region

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Digitally conducted educational programmes for doctors



CK Birla Hospitals, Kolkata, and Mumbai-based startup MediSage have come together to hold a series of virtual programmes for continued medical education of doctors in and around West Bengal and the north-eastern parts of the country.

The programmes introduce doctors to advanced treatment options available and how their patients can benefit significantly from these.

Bhagwat Dhingra, Founder & MD, MediSage, while speaking about the event, said, "We believe the initiative by the CK Birla group of hospitals is vital for ensuring last-mile information dissemination to our health practitioners and that this partnership will go a long way towards bridging the current knowledge gap digitally."

The hospital leveraged MediSage's digital capabilities to achieve its goal and gathered more than 25,000 doctors to be a part of the virtual seminars.

The webinars were conducted by various super-specialty doctors of CK Birla Hospitals who shared their expertise with other medical practitioners with the vision of helping last-mile doctors improve patient treatment outcomes in multiple specialties, such as Neurology, Cardiology, Nephrology and so on. This activity helped map the patients' journey from diagnosis to treatment planning and on to getting advanced treatment options in the region, in turn ensuring better patient care and prognosis for diseases that had earlier been challenging to treat due to limited options.

CK Birla Hospitals and MediSage further seek to expand such programmes to countries like Nepal, Bangladesh, Bhutan, Myanmar and Cambodia, to help the doctors provide better patient outcomes.