



# Information Technology Made Handy for Doctors

February 2017 • Volume-I

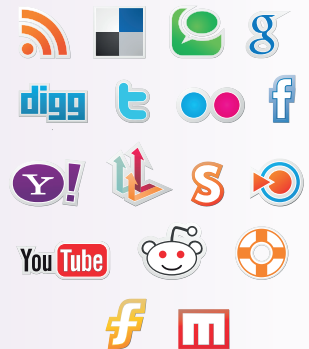
## Online Transaction



## Social Networking



## Google Features



EDITORS

• Dr. Mukesh Gupta • Dr. Vinita Gaikwad

## ABOUT TIMSCDR


**T**he Thakur Educational Group comprises of three Trusts namely Thakur Educational Trust (Regd.), Zagdu Singh Charitable Trust (Regd.) and Zagdu Singh Educational Trust (Regd.) managed by the Thakur family and runs 16 Institutes located in Kandivali, western suburb of Mumbai.

TIMSCDR (Thakur Institute of Management Studies, Career Development and Research) is dynamic institute striving to provide quality higher education. The institute is an ISO 9001:2008 certified providing three years MCA (Master of Computer Application) course. All possible ways of acquiring academic insight and undertaking appropriate academic initiatives are explored at the institute. TIMSCDR also has an ISTE (Indian Society of Technical Education) chapter.

TIMSCDR is organizing next International Conference ICAIM-2017 which serves as a platform for gathering all academicians, industrialist, researchers and professionals in the disciplines of Information Technology, Medicine and Industry.

## ABOUT AMC

**T**he Association of Medical Consultants (AMC) was established in 1972 by a small group of energetic active and concerned medical consultants from distant suburbs who often assembled and animatedly discussed their common problems. Over the years, the immense need rose for an organisation of this nature and the Association grew rapidly. It is now one of the fastest growing Associations of Specialist Doctors in Mumbai and boasts of a membership strength of more than 9000 Medical Consultants. AMC represents Consultants practicing at corporate and non corporate Tertiary care referral Hospitals (both Government and Private) and individual Consultants practicing through their own consulting rooms, Clinics & Nursing Homes spread across Greater Mumbai, Navi Mumbai and Thane districts. It is recognized as a frontline Medical Organization and is an important opinion making body which addresses vital public health and professional issues facing the medical profession in general and medical consultants in particular. AMC has effectively brought together consultants of various disciplines on one platform and aims to highlight and offer solutions to all the important day to day problems faced by consultants.

A hand holding a stethoscope, rendered in a light, semi-transparent style, serving as a background for the text.

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This edition of Information Technology made Handy for Doctors, Volume 1, February 2017 is published in joint association by Thakur Institute of Management Studies, Career Development & Research – TIMSCDR and Association of Medical Consultants – AMC

ISBN 978-0-9972694-2-0

February 2017, Volume 1

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# Forward



**Dr Veena Pandit**  
President – AMC

Doctors are not computer savvy beyond browsing of few sites and looking at emails and information regarding diseases and their management. More interactions are happening whether it is booking of tickets for travel or movies or online shopping. The need for training the doctors on the subject of IT and healthcare cannot be understated the idea of having a hands-on training workshop and a manual for doctors on the subjects of secure financial transaction, online multichannel marketing and handling Google features is much appreciated. I congratulate and thank the editors and the team of contributors for their efforts and expect many more similar such training modules is and joint ventures between the healthcare workers and IT colleges. With best wishes





# Preface



**Dr Mukesh Gupta**  
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Doctors have been writing all the patient records and diagnostic information in pen and paper and storing it in files and stocking it in their cupboards. They had to painstakingly mark each and every record in terms of the date and time and stock it for future use. Doctors had to search through the records when the patients come for follow-up or for subsequent check-ups. Even in case of medico-legal matters, when the patient came for follow-up in some cases, even after 20 years, it has been very difficult for the doctor to access the records.

Also, Doctors have to educate their patients relentlessly and repetitively about some of the common health issues which is time consuming. The doctors can as well spend quality time in better diagnosis if the patients are well educated through videos and talks delivered by the Doctors themselves.

It has always been the case that the patient has to approach the Doctor. The Doctor has to rarely make an attempt to be in touch with the patient. However, in today's digital world, when competition is at the realm, even the Medical professionals require to keep pace of the ever increasing advancements in their respective domains and also ensure that their patient are well informed about the same. This would not only benefit the patients, but also make certain that the patients trust and engagement with the Doctor rises and improves over the life-time

Information Technology can be well deployed to do away with not only the problems faced in searching and accessing old records, but also for being in touch with the patients and improving and increasing the trust of the patient on the Doctors medical advice. Hence, Doctors must be well trained in the latest application offered through Information Technology.

Doctors conversant and skilled in these applications will be better equipped to face the growing challenges in their Medical profession, whether it be Medico-legal or being intune to the latest advancements or just being in touch with their patients.

In this book we have made an honest and indept attempt at educating Doctors regarding appropriate use of Information Technology in Medical practice.



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# Accounting : Making and Accepting Online Transactions

**T**he Digital India programme by the Government of India to transform India into a digitally empowered society and knowledge economy has made immense impact on every individual and every sector of our nation. This does not leave behind the Healthcare sector to which the Doctors belong. “Faceless, Paperless, Cashless” is the proposed outcome of Digital India.

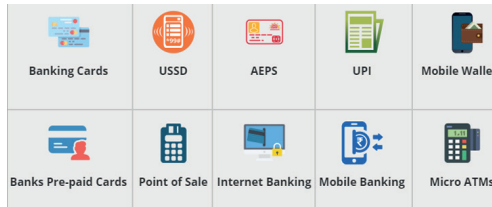
In the motion of demonetization and digitization the Plastic transactions have jumped to about 25 per cent per month since November 8, 2016, thus enhancing the predominance of cashless society or cashless economy at large. The current scenario shows an eager but anxious step towards an increased use of card payments in organized retail, to the extent that even small roadside merchants are shifting to digital payments.

For an Indian Doctor whose mode of transaction with the patients as per the payments was concerned was mostly in Cash, this paradigm shift has created a bit of chaos. Not that Doctor’s do not want to go cashless, but the anxiety of dealing with Plastic money is of some concern.

However, the Doctor’s need not be worried about the Plastic transactions. Since, to promote cashless transactions and convert India into less-cash society, various modes of digital payments are made available by the Government of India.

This chapter keeps you informed about the seamless ways of performing Plastic Transactions.

## Modes of Cashless Transactions – Digital Payments



### 1. Banking Cards (debit / credit / cash / travel / others)

Banking cards like RuPay, Visa, MasterCard offer security, convenience, and control through a wide variety of cards – credit, debit and prepaid. A secure PIN and OTP are the authentication factors for secure payments when using these cards. These cards also allow you to make purchases online and help save both time and money.



Thus, if the Doctor requires to buy any clinical material for the Clinic they can use the Card facility and make necessary payments in a secure manner. These cards can also be used at PoS (Point of Sale) machines, ATMs, microATMs, Shops, wallets, online transactions, and for e-commerce websites.

International cards can be used across globe for multiple currencies

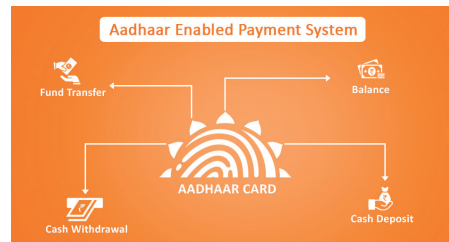
### 2. Unstructured Supplementary Service Data (USSD)

The Unstructured Supplementary Service Data (USSD) allows mobile banking transactions using basic feature mobile phone, without mobile internet data facility. \*99# service has been launched to take the banking services to every common man across the country. Banking customers can avail this service by dialing \*99#, a “Common number across all Telecom Service Providers (TSPs)” on their mobile phone. It facilitates Fund transfer amounting to ₹ 5,000/day and Rs 50,000/annum



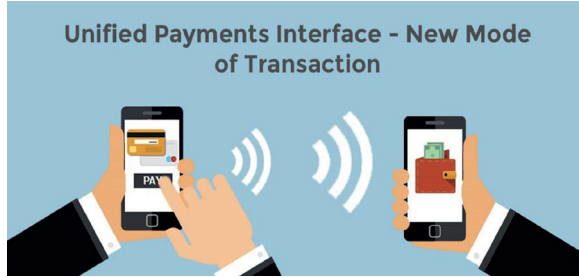
### 3. Aadhaar Enabled Payment System (AEPS)

AEPS is a bank led model which allows online interoperable financial transaction at PoS (Point of Sale / Micro ATM) through the Business Correspondent (BC)/Bank Mitra of any bank using the Aadhaar authentication. Aadhaar Number should be linked with bank a/c. This payment mode offers services like cash deposit, cash withdrawal and Aadhaar to Aadhaar transfer.



#### 4. Unified Payments Interface (UPI)

Unified Payments Interface (UPI) powers multiple bank accounts into a single mobile application (of any participating bank), merging several banking features, seamless fund routing & merchant payments into one hood. It also caters to the “Peer to Peer” collect request which can be scheduled and paid as per requirement and convenience. Every Bank provides its own UPI App for Android, Windows and iOS mobile platform(s).



#### 5. Mobile wallets



A **mobile wallet** allows you to carry cash in digital format. You can link your credit card or debit card information in mobile device to mobile wallet application or you can transfer money online to mobile wallet. Thus, without using your physical plastic card to make purchases, you can pay with your smartphone, tablet, or smart watch.

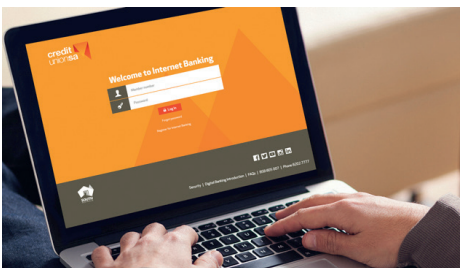
Most banks have their e-wallets and some private companies. e.g. Paytm, Freecharge, Mobikwik, Oxigen, mRuppee, Airtel Money, Jio Money, SBI Buddy, itz Cash, Citrus Pay, Vodafone M-Pesa, Axis Bank Lime, ICICI Pockets, SpeedPay etc.

#### 6. Banks pre-paid cards

Customer can use this card for Balance Enquiry, Passbook/ Transaction history, etc.



#### 7. Internet Banking



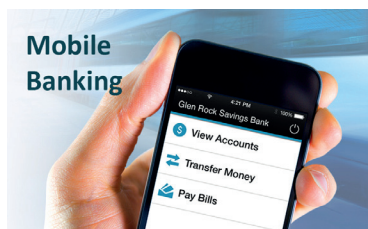
Internet banking, also known as **online banking, e-banking or virtual banking**, is an electronic payment system that enables customers of a bank or other financial institution to conduct a range of financial transactions through the financial institution’s website.

Types of online financial transactions are:

- a. **National Electronic Fund Transfer (NEFT)**
- b. **Real Time Gross Settlement (RTGS)**
- c. **Electronic Clearing System (ECS)**
- d. **Immediate Payment Service (IMPS)**

## 8. Mobile Banking

Mobile banking is a service provided by a bank or other financial institution that allows its customers to conduct different types of financial transactions remotely using a mobile device such as a mobile phone or tablet. Each Bank provides its own mobile banking App for Android, Windows and iOS mobile platform(s).



## 9. Micro ATMs

Micro ATM, a device used by Business Correspondents (BC) for delivering basic banking services by enabling function through low cost devices (micro ATMs) that will be connected to banks across the country. This would enable a person to instantly deposit or withdraw funds regardless of the bank associated with a particular BC.

### What is E-Consultation?

It is imperative that the patient should see the doctor physically during the first visit, wherein the Doctor can record in detail the history and the relevant clinical findings in his online software. However, there are many chronic medical conditions in which very few parameters need to be reassessed during follow-up.

It is possible that after the first consultation the subsequent two to three follow-ups can be done via online or E-Consultation. Multiple research has shown that the follow-up consultation in chronic stable patients done online is as effective as physical follow-up done in a clinical setup.

The best modality to E-Consult would be to have a Software with online facilities and cloud-based data storage. In this both the Doctor and the patient can view the records in their net-based devices. The consultation is done via Skype or Google duo or Whtasapp Video Conference etc. At the same time both the Doctor and patient can view the clinical records. After consultation the Doctor modifies the prescription and clicks on the button SEND. Before the patient receives the new prescription a pop-up asks for a E-Payment through payment modalities like Paytm, Freecharge, Mobiwick, etc (which the online portal must have tied up with). Upon successful E-Payment through the available portal the patient gets the new prescription on his Net-based device i.e. Mobile phone.



The E-Consultation facility helps a patient to get treated by the Doctor without actually paying a visit to the Doctors Clinic. Imagine your patient after taking your initial consultation requires to travel to another state or country. In the new location of your patient wants to avail the facility of your consultation, it can be easily offered through E-Consultation. Thus, you can provide the prescription to your patient thru email. This prescription is delivered to your patient only after making the necessary payment of consultancy charges.

E-Consultation allows the patient to send images of health related issues, chat with the Doctor and even discuss the remedies. In some cases the doctor's may login to the panel and then see patient requests for consultations. The system further schedules those requests and serves them to the doctor one after another. E-Consultation will prove helpful to urgent cases that do not reach hospital, for emergency cases that do not have doctors in area, during late night emergencies and also for preliminary examination of patients.

And last but not the least a permanent record is saved in the Doctors online software portal.

### PAYMENT MODE IN E-CONSULTATION

The patient can pay for the services by using any of the following methods.

- a. **Cheque / DD deposit**
- b. **Online Bank transfer – NEFT**
- c. **Wire Transfer** – Payments from all over the world in favor of any bank accounts.
- d. **E-Wallets - Paytm, Frecharge, Mobikwik, Airtel Money, Jio Money, SBI Buddy, Citrus Pay, etc.**



### PAYTM

Visit the Paytm site at [www.Paytm.com](http://www.Paytm.com) or download the Paytm App. You can Install & Open Paytm app. Register or login by using your email address. Add money to your Paytm wallet. Following methods can be used to add money into your Paytm wallet - **Debit card, Credit card, Net banking, ATM and IMPS.**

### UPI – Unified Payment Interface

You can access multiple Bank accounts into a single mobile application (of any particular bank). You can also merge several banking feature and can perform seamless fund transfer & payments under one application.



How is UPI useful –

1. This facility is available 24 hours round the clock.
2. Single App to access different bank accounts
3. The use of Virtual ID is more secure and it does not require sharing of credentials
4. There is single click authentication
5. You can raise a complaint from the Mobile App directly.
6. Seamless fund collection from customers or clients – single identifiers

### **Bharat Interface For Money (BHIM APP)**

BHIM is a mobile based App developed by NPCI based on UPI. It allows the users to transact money to other UPI payment addresses or scanning QR Code (Quick Response Code) or even account number with IFSC code.



BHIM allows the users to even check current bank balance in their bank accounts and choose which bank account to be used for committing transactions, though only one can be activated at a time.

The BHIM users can create their own QR code for a fixed amount of money which is very helpful in merchant – seller – buyer transactions.

**Note:** The phone number you are using has to be linked to the bank account, and mobile banking has to be enabled on the bank account. Also, every UPI address has its own unique QR code.

### **Benefits of BHIM apps**

- Unlike Paytm, BHIM app is directly synced to the bank account. Also, it is developed by NPCI, which is the **most reliable option to the citizens**.
- All the transactions happen directly from the bank accounts. Also, there are no additional charges for this.
- It is available on Play store. Soon, it will be available for iOS.
- **If you don't have a smartphone, Dial, \*99# from your ordinary set to access it.**
- All payments are instant and 24x7. Even if the person is not using BHIM App, you can make the payment via IFSC, account number or MMID, mobile number.
- BHIM doesn't necessarily require an Aadhar linked bank account.
- Friendly user interface.

## Limitation of BHIM app

There are certain limitations of BHIM App.

- **Transaction limits:** ₹ 10,000 per transaction permitted, and ₹ 20,000 within 24 hours.
- You can add **only one bank account** at a time.
- You can have only two Virtual payment address. The first would be default containing your mobile number while you can set the second VPA.
- NPCI imposes a limit of 20 successful UPI transactions per linked bank account per day.

## How to ensure secure online money transactions

You require to take the following precautions to ensure hassle free and secure online money transactions

1. Install the latest security software
2. Use auto update for all software
3. Ensure sign of encryption
4. Change the account passwords frequently
5. Do not hesitate to use the cash on delivery option.
6. Check websites digital certificate to authenticate the website
7. Avoid use of public computers for online transactions
8. Avoid phishing email that seek confidential information
9. Practice buying from reputed and authorized online dealers

To conclude, the only truth which is constant is CHANGE. In the changing scenario of Medical practice it is almost mandatory that Doctors adapt to computer based clinical data storage, online modes of E-Consultation and Digital modes of payments. Sooner rather than later rules might change to favor digitization.



# Google Features :


## Improving your Interactions with your patient

**G**oogle provides versatile features which can be used by the Doctor easily to aid in their day to day work of recording patient data or information (Google Docs), recording patient appointments (Google Calendar), interacting with fellow Doctors by sharing information (Google Drive) and collecting and sharing information in the record format (Google Forms).

For using each of these features you require to be connected to Google. Now, how is that done? QUITE SIMPLE.

You require to create your own account on Google. Basically through the Gmail account.

### **Creating a Gmail account:**

To get an access for creating the Gmail Account you can use Google Apps  icon which is placed as a square of grey dots at the right hand corner of the screen. This icon is the window to all the applications offered by Google.

Alternatively, the Google apps icon can be opened by typing the – [www.google.com](http://www.google.com) in any browser.

Else, the Doctor can use the following link in any Browser (Chrome, Internet Explorer, Mozilla Firefox...)

<https://accounts.google.com/SignUp?hl=en>

Once the Google account is created you can work seamlessly through the various applications offered by Google.

The following pages tell us about few of the Google Apps which can be handy for a Doctor.

## Google Docs


Google Docs is an open source application which is not only easy to use but is available free. This application allows a Doctor to record matter in document format and also edit it. It works exactly like a Word Document application.

The file created through Google Docs can be easily uploaded on the Google drive and can be shared with multiple users. This facilitates the work, specifically when a group of people have to work on a single file. Thus, all the users can access the single document i.e. Google Document and can edit it as and when required thus saving time an efforts of the Doctors who always have limited time at their hands.

**Google Drive** is a free storage space given by Google to store, edit, retrieve and access files of different types on the cloud (Google Server). It also allows you to synchronize the files across various devices and share the files amongst multiple users. Google provides 15 GB of space absolutely free which is usually sufficient to carry on the routine tasks. The user can however, purchase more space if required.

The use of Google Docs and its access through the Google Drive however, demands that the Doctor must create their Google mail account – Gmail account which is already discussed in the previous pages.

It is worth noting for a busy Doctor that if you find it difficult to type and are deprived of time and the right infrastructure, you can actually speak what you want to type and the words spoken by you actually get printed on the screen in front of you. This is **auto texting**.

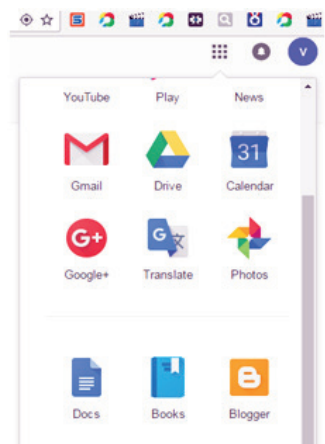
It is required that the speaker icon  should be kept on before speaking the required text for the document. This handy tool of auto texting can be used very easily and comfortably by the Doctor. Documents created in this manner can be further saved or stored and later on edited and shared through the Google Drive or other feasible means (Cut+ Copy + Paste) across other applications.

To start creating your own document follow the link –

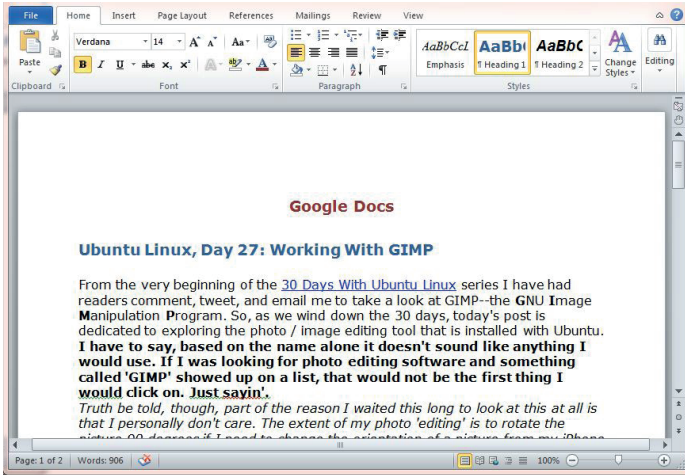
<https://www.google.co.in/docs/about/>

OR

You can use the Google Apps icon and click on Docs application icon from the list of applications



## On opening Google Docs



Using the Google Docs you can perform the following operations :

### 1. Managing Files - Google Documents

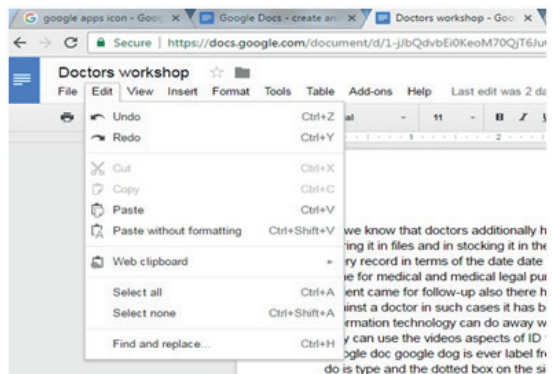
You can **create new document file**. Google provide pre-defined templates for creating a file, like – Resume, Letter, Project Proposal, Brochure, etc. Based on your requirement you can either use these pre-designed formats or else use you can start using a fresh new blank document to type in the necessary details.

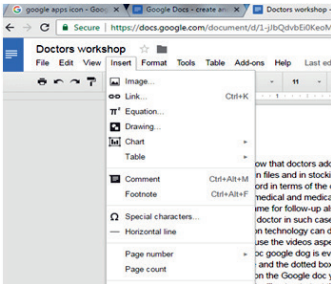
The created file can be easily **saved on the Google Drive**. You also have the facility of creating folders on the drive and hence your new document can be stored or saved in the desired location i.e. the folder in which you want it to be saved. These files can be in future **moved to other locations, duplicated** and even **renamed** as per requirement.

You can **delete document** once it is of no use.

### 2. Editing your very own Google Document

After necessary discussion on a document that is shared in a group, the multiple users can edit the SINGLE document SIMULTANEOUSLY by using the various editing features offered by Google Docs.



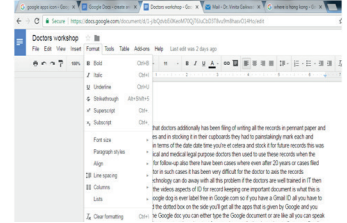


### 3. Inserting various images, links, drawings, charts, tables,...into your document

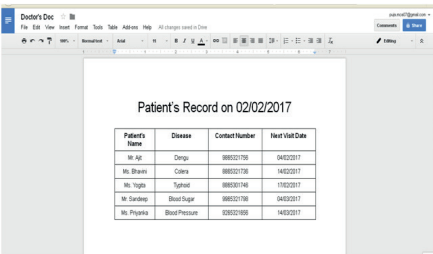
Doctors usually discuss various patient cases amongst their fellow professionals. These cases can be made more perfect with matter by inserting case pictures, or charts or tables which indicate data relating to the case. Over and above this common document can be shared in the group.

### 4. Formatting the document

You can make the matter in the document more relevant or specific by using options like **underline**, **bold**, **strikethrough**... etc.



### 5. Adding tables to your document



Google Docs offers to **insert Tables into the document**. Thus, incase you already have a table created in another application you can as well copy it in that application and paste it as part of you document.

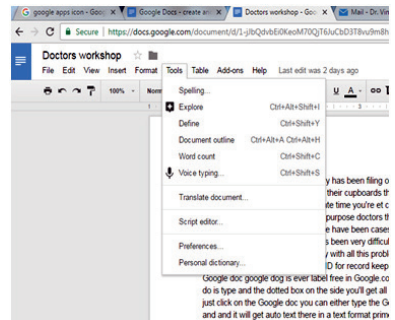
Likewise, you can arrange the text on your current document in tabular format by using the **INSERT TABLE** option in Google Docs into

the document. This table can be further edited by **adding and deleting columns and rows**.

### 6. Tools for better and fast documenting

As discussed earlier the Tools option in Google Docs in most useful to create your document without actually typing any text.

As seen in the figure above, the option **Voice typing** can help a busy Doctor to refrain from typing and just speak what requires to be typed. You can even use phrases to add punctuations (Period, Comma, Exclamation point...New line, New Paragraph) where necessary. You can even color the text in the document through Voice Typing.



The Voice typed data can later be edited as per requirement.

That's the end of the Document session

But wait a minute.....

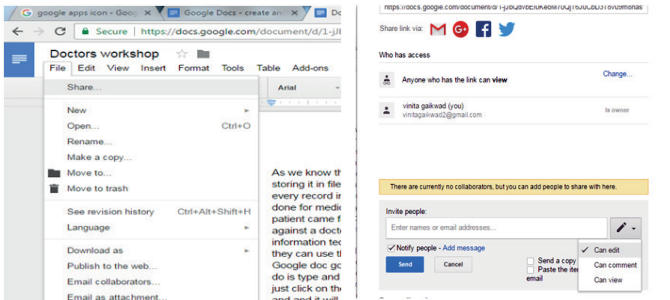
Is the document you are sharing carrying confidential data?



As a Doctor you require to be double sure that the data which is being shared amongst the group members is secure and not tampered with by unauthorized users.

How do you ensure authentication of users to your data?

Google Forms provides **Email Collaborators**



Using the Email Collaborators you can restrict the users of your document. Thus only authorized users can access your document. You can also provide levels of authentication to the document users like – Can edit, Can Comment, Can view.

## Google Forms

As a Doctor you will always be interested in conducting Health Camps or organizing Health talks within your Medical community or as a matter of fact collecting data across various places within your city or country to either deal with a Medical case even a Medico-legal issue. How would you collect data from many members from your group? How would you ensure that the data collected is in direct analysis phase and does not require much of formatting. Well, that's absolutely simple. Google provides Google Forms that will allow you to do just that. You can thus take feedback, polls, etc during conferences or just collect data from multiple respondents through a Google Form which represents a Survey Form.

Moreover the collection of data can happen even though the people filling the form are not exactly sitting in the same room as you are in and could be anywhere in the city, or state, or country or anywhere on the GLOBE (.....provided you have Internet connectivity).

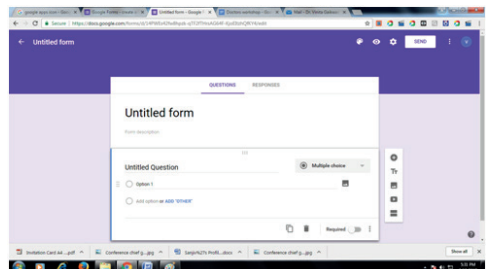
As discussed earlier, you require to have a Gmail account so that you can share the Google Form and get it filled through relevant users.

### Creating Google Form

You can open your favourite Browser (Chrome, Internet Explorer, Mozilla Firefox...) and type the following link in the URL -

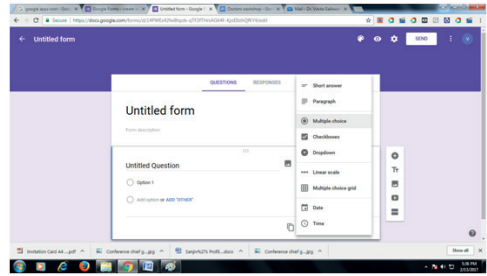
<https://www.google.co.in/forms/about/>

OR



You can conveniently use the Google Apps icon and click on the Google Forms application from the list of applications.

Google allows you to create a customized form or else you can select from the already available templates like Contact Information, RSVP, Party Invite, T-Shirt Sign Up To create your very own customized Form, for your specific use, select the Blank form template

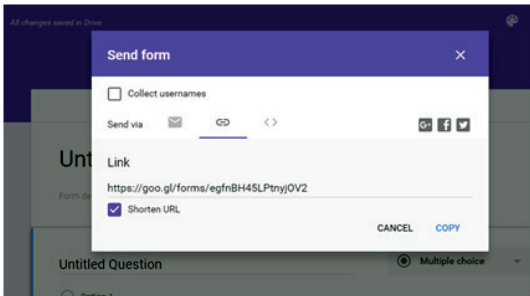


You can type in as many questions as required. The questions can be of the type – Short answers, Paragraph, Multiple Choice, Checkboxes, Dropdown, Multiple choice grid, Date, Time.

You can also add Title, Description, Images, Video to the Form.

The Google Form can then be mailed to the required respondents.

### How to reach your respondents?



Once the Form is ready you can select the **SEND** command. You can either mail the Google **Email the Form** – Provide the email addresses of the respondents on the send form. You can email to multiple respondents at a time.

OR

**Create the Form Link** - You can create a link of the form and message the link through Whatsapp or Facebook or any other application which you generally use.

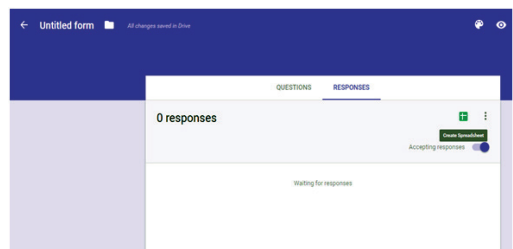
You can also **shorten the link** by using [Shorten URL](#), so that it is easier to message it.

To ensure that your respondents give relevant responses avoid creating a lengthy Form. Provide questions to which the answers are given in the Multiple Choice format. Avoid, unless necessary, questions demanding descriptive answers.

Where is the data collected using the Google Forms and how do you analyze it?

That's a million dollar question by a Doctor.

Well that's absolutely simple. All the data poured in by your respondent through



## Medical Survey

QUESTIONNAIRE

Name

Contact Number

E-Mail Address

Specialization

Name of Hospital/Organization doctor is attached with ?

Number of years of Practice

1. Do you use Information Technology?

- Yes  
 No

2. Since how many years are you use of Information Technology?

3. Does your profession demand use of Information Technology?

- Yes  
 No

4. Does your organization use IT to ease administrative burden for delivering health care?

- Yes  
 NO

5. Information Technology is used by you for?

1. Searching information to the internet  
 2. Sorting of patient data  
 3. Research work  
 4. Analysis  
 5. Means of communication - E-mail

6. Which software application are you using?

Submit

Never submit passwords through Google Forms.

Powered by  
Google Forms

the Google Forms rests on the Google Server and you can access it through your access PIN – the Gmail account that you created.

The data typed in by the users can be accessed through the RESPONSE tab on the Google Form page. As a matter of fact this data can be viewed in a Spreadsheet like EXCEL by using the tab **Create Spreadsheet**. Further analysis of this data can be done in the Spreadsheet by drawing Graphs, Pie Chart, Bar Charts, etc.

So now you are ready with yet another tool which can help you collect data sitting right there in your clinic from respondents, anywhere in the world. Isn't that pretty cool.

## Google Drive

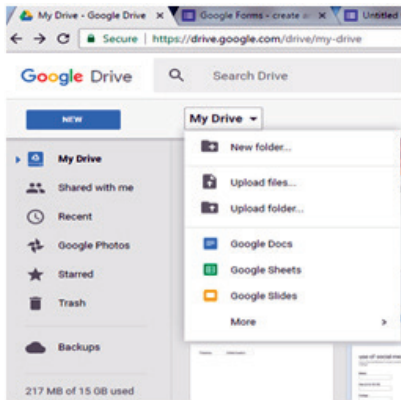
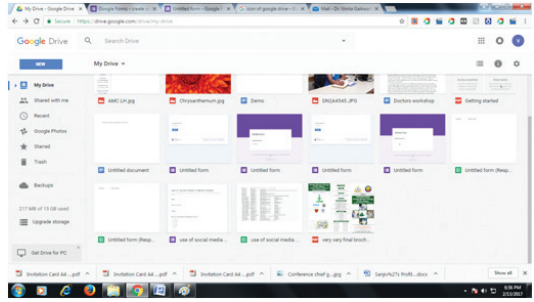
Information Technology has made the world virtually small, in the sense, you can reach out to your fellow colleague in New York or even in Siachen without much effort, within seconds by just sending a mail. Not only that, you can actually discuss your peculiar Patient case, with a doctor in any part of the globe. You can share your findings within a group of Doctors placed at different corners of the World and even have the finding edited and enhanced without much issues.

Imagine, that you are required to give a presentation in a Medical Conference but your Laptop which has your presentation is not compatible with the one at the Conference venue. The Pendrive also suddenly got corrupted. And now you have no access to your presentation. Google Drive comes handy in such situations. If you have a copy of the presentation on the Cloud – Google Drive, you can easily access it and very well carry on with your presentation. Now that's what we call a SMART Doctor.

Google Drive is an application that allows you to store your information on the Cloud, which is nothing but the Google Server. You need not be concerned about the location of the server as long as Google guarantees that your data is safe at their end. Google offers a free space of 15 GB to its users who have created a valid Gmail Account. In case you require

more space you can buy the space or else you can create another Gmail Account. However, creating multiple Gmail accounts will be cumbersome and 15 GB is quite sufficient to carry on the daily work.

Google Drive allows you to upload, download, view, share and edit files of multiple type like Documents, Images, Audio, and Video.



So, now you can create a small presentation about a particular disease and UPLOAD it on the Google Drive. Provide the link of the presentation to you patients so that they can be well prepared to tackle the health hazard.

**How to upload Videos, Presentations or Audio file on Google Drive** and in turn provide a link of the same to you patients.

Type the following link in your favorite browser  
<https://drive.google.com/drive/my-drive>

OR

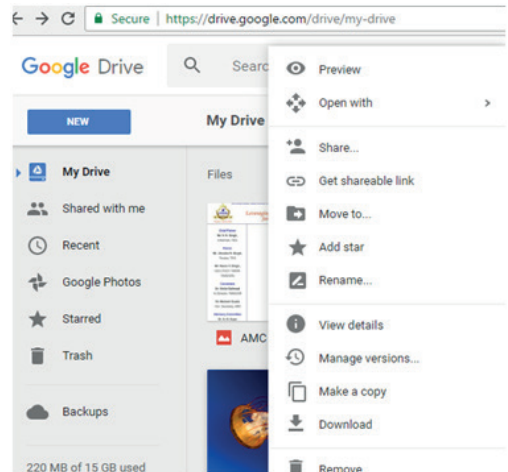


Select the icon of Google Drive from the Google Apps .

To upload your Video or Audio on the Google Drive select the My Drive tab. In the Drop-down command list select Upload file. Select the desired file, i.e. Audio, Video or Presentation.

Provide the link of this uploaded file to you Patients by using the Get shareable link option as seen the figure below.

Thus, if you have created a Whatsapp Group of your patients or even your fellow Doctors you can easily share the link across Whatsapp or even Facebook. Your Patients or colleagues click on the link provided by you and have an access to the upload information without much hassles.



## Google Calendar

Busy Doctors have hardly anytime to keep a record of the appointments of their patients. Yet, it is crucial to keep a note of the appointments so that neither the Patient nor the Doctors face a frustrating situation.

Google Calendar provides you just the necessary facility of keeping a track of your patients appointments even when you are on the go. As a matter of fact you actually carry these appointments with you on your **Mobile Phone** wherever you go provided you have downloaded Google Calendar on your mobile. This application gives you reminders at relevant intervals about important appointments. Not only so, you can even mark important calendar dates, such as a Conference or Operation or even a Movie (on the lighter tone).

How to start the Google Calendar

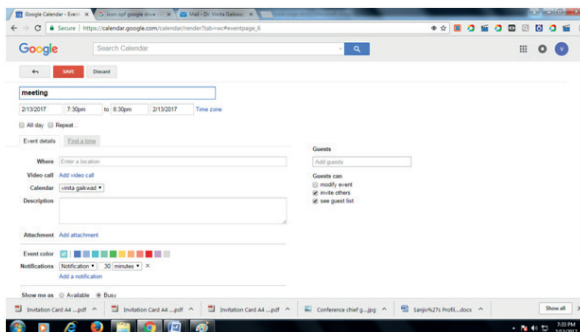
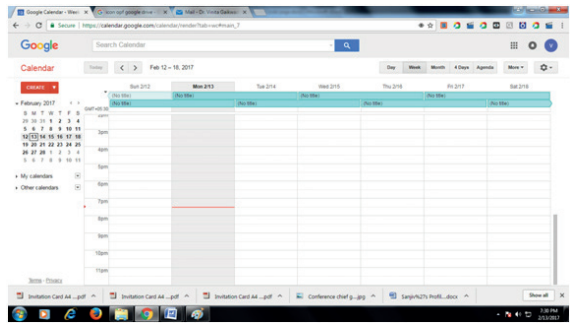
Select the Google Calendar icon from the Google Apps  .

OR

Type the following link in the Browser URL

<https://calendar.google.com/calendar/>

Google Calendar display the Calendar of the current month and also a table where you can actually type your appointments for a **specific day and time**.



You can also set the notifications, color the event based on its priority and even add attachments if necessary for a given appointment.

Now that makes you a super trendy Doctor. You are never ever going to forget your appointment. Google Calendar is making you even more organized.



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# Social Networking : Publicity, Awareness and Marketing through a single Window

**T**he advent of digital technology, the ease of its use and comfort of its affordability has made it a friend of the commonest person. Thus, it is not a very astounding site to see a vegetable vendor or even the maid servant check into their Mobile devices, to communicate and network so as to find newer and better opportunities.

Social Networking is the buzz word in today's fast moving society. It helps you ensure that you are among the top few. It allows you to be well connected with other fellow professionals in your domain and also with your clients and friends.

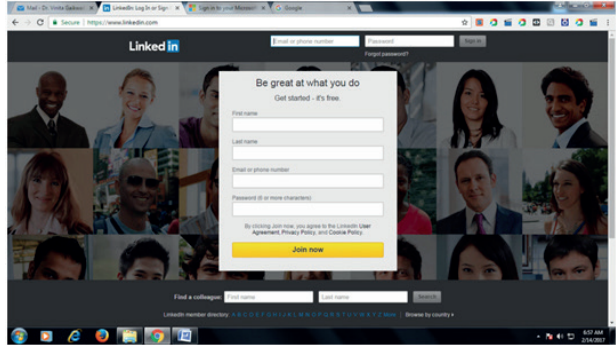
In today's competitive world, Social Networking helps the Doctors to be well connected with their patients and also their professional colleagues. In the fast paced life of a Doctor, Social Networking can be done at the click of the mouse or a single touch of the touch screen without much of travelling or inconvenience. This can be achieved by the use of readily available Social Networking applications.

This chapter throws light on few of the prominent Social Networking applications and how they can help a Doctor face the professional challenges and yet be at the top in their respective domains.

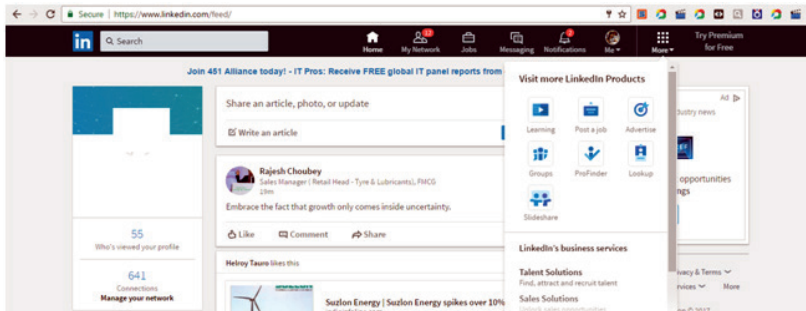
## LinkedIn

LinkedIn allows Social Networking at the professional level. You can thus be connected to other Doctors belonging either to your own Specialty or in general all Doctors irrespective of the specialty. This networking application allows you to cross your national border and be connected to professionals across the globe.

It provides visibility to your expertise and proficiency to professionals across the globe. You can display your credentials, get endorsed or certified by fellow professionals in various areas of skill, join professionals groups and interact seamlessly with other Doctors.



LinkedIn allows organizations, Institutions and Companies to post job opportunities. Thus, it provides a platform for enhancing future prospects.



You can also advertise about your Business and target the right audience to enhance your Business.

You can expand your professional horizon by creating a LinkedIn account.

Type the following link in your favourite Browser

[www.linkedin.com](http://www.linkedin.com)

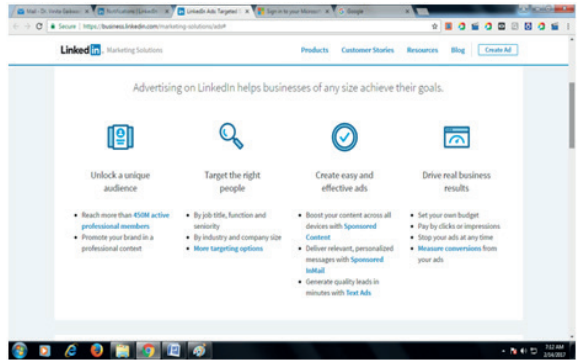
Type in the necessary details and JOIN the gang of professional Doctors.

LinkedIn provide a plethora of facilities like :

1. My Network – You can expand your network at various levels.
2. Jobs – Post or view Job opportunities amongst your community.
3. Messaging – Interact with members in your network through messages

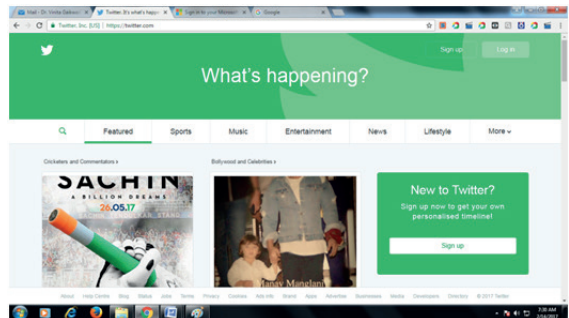


4. Notifications – Get announcements about people who have viewed your profile and those who have endorsed you for a particular skill as a medical professional.
5. Learning – Enhance your knowledge about the latest things happening on the Medical domain.
6. Advertise – Target the right audience and create effective ads and drive your Clinic to real business.
7. Slideshare – Share your expertise with professionals on your network through Slideshare .



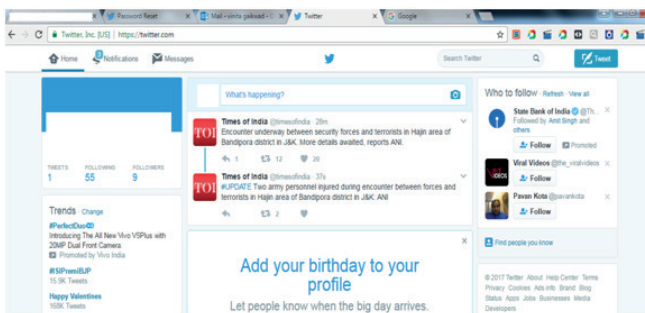
## Twitter

If you are confronted with a Medico-legal issue and want large community to support and voice your opinion about the issue, you can Tweet it by posting short message in yet another Social Networking application – TWITTER.



Your tweet is posted with a hash tag (#). The posted tweets can also be followed by people who may not belong to your group, thus proving a larger group of respondents to voice your view or opinion. This can become beneficial incase you want your clients – patients also to support you on issues that of general concern.


To start tweeting



Type the following link in your favorite Browser –

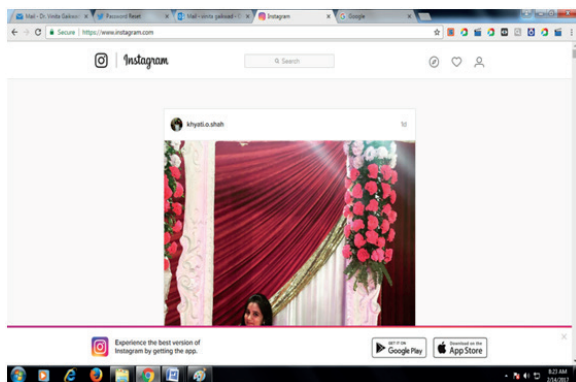
[www.twitter.com](http://www.twitter.com)

On successfully creating your Twitter Account you can view the latest topics or issues and starting tweeting on those of your interest.

You can compose your own Tweet by using the  **Tweet** tab on the Twitter application screen. You can invite your colleagues, friends or people who can voice their opinion in your favor (though you might get tweets which could be unfavorable since anyone can tweet on your post).

You can also tweet to encourage and create Health awareness amongst your patients.

## Instagram



You can advertise and share your professional skills by posting relevant images and photos on the Social Networking application – INSTAGRAM. These photos can be further shared privately or publicly across other social platforms like Facebook, Twitter, etc.

Instagram is like a **mini blog**, wherein you can post photos with events and invite your friends and patients to give comments and start following your post.

You can **optimize your business** through an Instagram Account by creating popular Instagram Post and invite your colleagues, patients and friends to Follow. You can **enhance your Customer Relationship** with your patients through these posts.

You can send invite to your patients for various Health related events organized by your clinic by posting event advertisement.

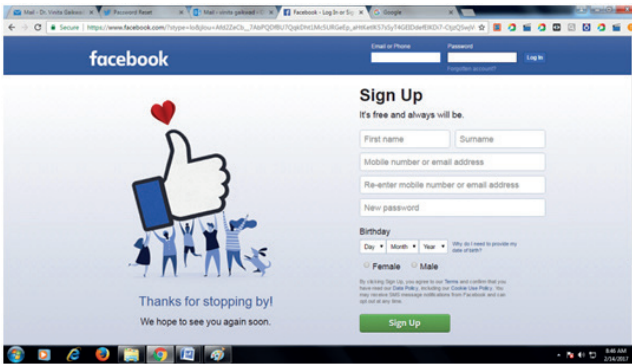
You can even share photos or live videos relating to peculiar patient cases to share your experience and knowledge amongst fellow professionals. You can view medical videos posted on Instagram to enhance your knowledge and skills.

To be a part of the Instagram Social Network

Type the following link in your favorite Browser –

[www.instagram.com](http://www.instagram.com)

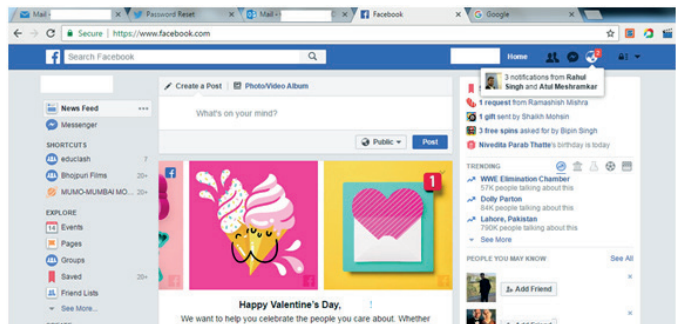
## Facebook



Most of us admonish our children for excessively gleuing on to face book. Ever wondered, however that, we can make very good use of Facebook for social networking and in improving our client range. Fb allows you to add any number of contacts in your friend list. If you post

something it gets shared with your entire friend list. Fb asks details like age address qualifications , interests etc. hence you have to option of selecting whom the post should reach. For e.g. a gynecologist may want to post something only for elderly ladies about to hysterectomy. Or a pediatrician may want to post to adolescents about vaccines and a oral cancer article would want young and middle class males to be their audience.

Hence, there is a facility to target selected audience by narrowing down the specifics about gender, age, locality etc. If you have a large friend list you can do this for free. However you need to pay in order to boost the post to selected clientele in your area or beyond. The technicalities of posting and boosting posts are given below.



If you want to be known to many and be popular in short span of time, Facebook can help you do so. Facebook is the most popular Social Networking application used by people of nearly all age, gender, culture and community across the globe.

It can be used effectively to :

1. Improve and increase you network
2. Enhance the visibility of your skills and business
3. Advertise you business to selected yet large network of prospective and current clientele

To start working on Facebook

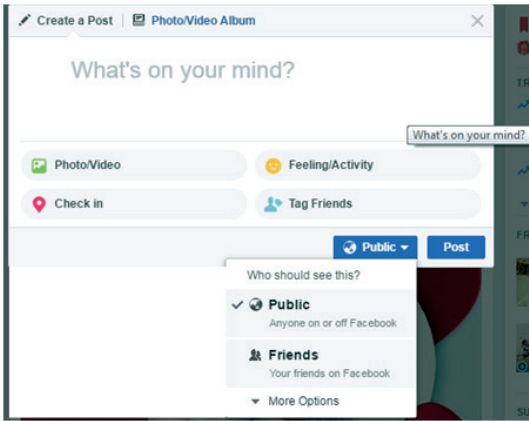
Type the following link in your favorite Browser –

[www.facebook.com](http://www.facebook.com)

On successfully creating the Facebook Account you would get the following screen

What can you do on Facebook –

## 1. Create a post



You can post an event which you have organized on behalf of a professional body, let's say AMC – Association of Medical Consultants.

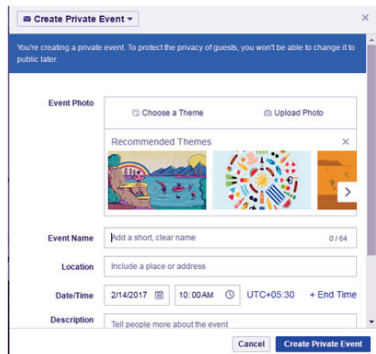
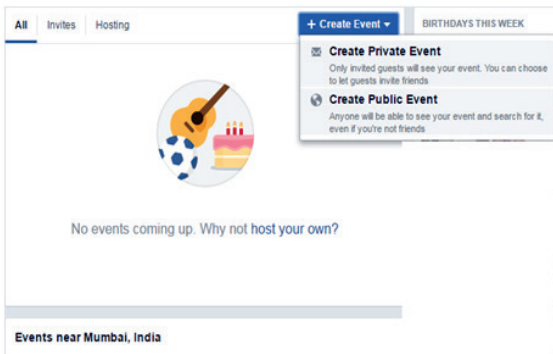
You can add relevant photos

You can TAG all your friends in your network

You can also post the location or event which you are attending – eg - ICAIM 2017 by using the Check in option.

You can restrict the viewers i.e. make its visibility Public or just few Friends.

## 2. Create Events



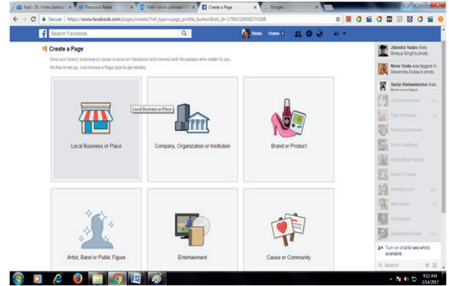
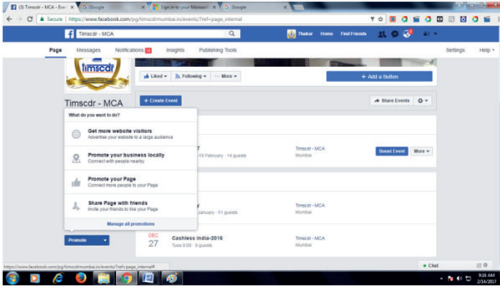
You can use Facebook to advertise and create awareness about an event so as to ensure that it is attended by the right audience and receives due publicity.

Based on the event it can be shared Publicly or Privately.

### 3. Create Web page

You can create a Webpage using the option as shown above – Local Business or Place

You can also get more Website visitors by PROMOTING your Website





# Presentations & Videos :

## Unburdening repetitive work

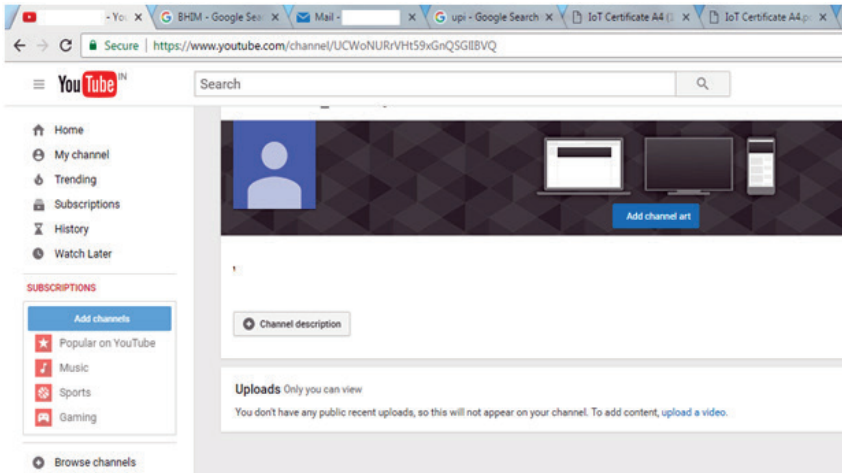
**M**any a times, doctors have to demonstrate same things and procedures again and again to patients. Also many patients may not be able to read or write. So even if, you may want to stress upon certain things and you may want to visually demonstrate certain medical situations. For eg an orthopaedic may want to demonstrate movement of joints . This may not be possible by written articles. Hence, doctors may want to make videos of such procedures or medical conditions . Google allows you to do just that.

You can again log into Google via your Gmail account and select **YouTube** through the Google Apps.

Click on **My Channel** at the left upper corner. After setting your profile by adding your name, picture and setting the back ground you can start using My Channel.

Make videos on your phone in English or in any local language. Depending upon the proportion of your majority clientele you may want to make video in English, Hindi, Marathi , Gujarati , Tamil etc. Upload the video onto your My Channel account.

You can post the videos Publicly or Privately based on the contents of the video. You can even Add keyword , hash tags according to the nature of the video.



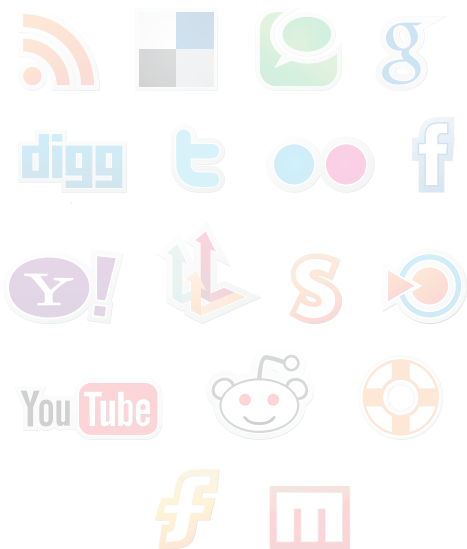
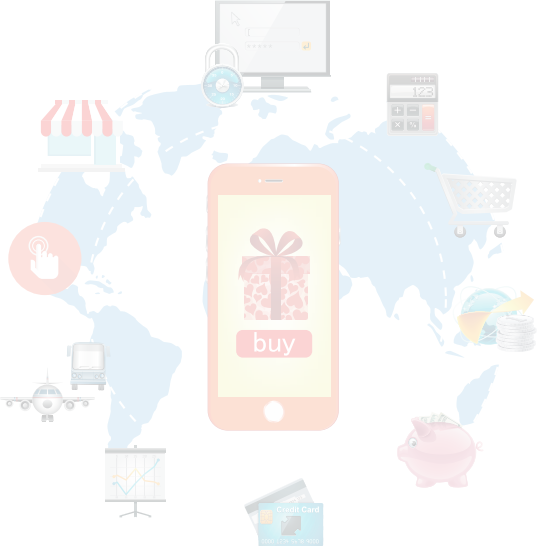
You can even edit the video by using the EDIT function, and add subtitle and other artifacts to make the video more attractive and appropriate for the viewers.

Finally once the Video is ready you just have to upload the video to your website or give a link to the video and your patients can view your video from anywhere, at anytime and even on their mobile phones.

This book is a simple and genuine attempt made to guide the busy Doctors to be in pace with the changing Information Technology and use it effectively to create better Customer rapport and ensure visibility amongst the Professional circles.







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Junior College  
(1990)



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Commerce  
(1992)



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Polytechnic  
(1998)



Thakur Shyammarayan  
High School (2000)  
Hindi Medium (2000)  
Marathi Medium (2002)



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Technology  
(2001)



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C D and R  
(2001)



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School  
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Thakur International  
School  
(2008)



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(English Medium)  
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